



## John Zalepka

works with individuals and cohorts at corporate and associations to amp up their presentation, communication and leadership skills.

### Author | Trainer | Speaker

Author of *The Presenter's Playbook: A Blueprint for Delivering Impactful Presentations for SMEs, FNGs & Everyone in Between*

John Zalepka helps technical professionals—including engineers, project managers, superintendents, and sales teams—transform complex ideas into clear, confident presentations that connect and persuade.

John serves as the Director of Training & Industry Engagements at Specified Technologies Inc. (STI), where he has trained tens of thousands of professionals across the fire protection, construction, and manufacturing industries. He is also the Chair of the Communications Committee for the International Firestop Council (IFC), further contributing to industry education and awareness.

He understands firsthand the challenges of speaking to diverse audiences in high-stakes environments and regularly speaks at national conferences, including AIA, BICSI, ASHE, and CSI. Before writing *The Presenter's Playbook*, John hosted his own podcast, sharing insights on communication and leadership for technical industries.

Whether it's helping teams win proposal interviews, reduce "death by PowerPoint," or simply speak with more confidence, John is passionate about equipping professionals with practical tools to present with impact.

#### Topics:

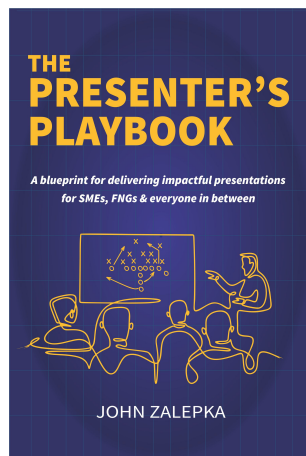
- Using the AMP strategy for impactful talks
- Simplifying technical ideas for clients and stakeholders
- Building confidence for high-stakes meetings and proposals
- Avoiding "Death by PowerPoint" in your presentations
- Why clear communication is a leadership multiplier

#### JOHN ZALEPKA KNOWS THE SPEAKING BUSINESS!

- Author - Presenter's Playbook
- Distinguished Toastmaster
- Professional Speaker (NSA)
- Corporate Trainer



Scan the QR Code to get the book!



## amp your brand

- AMP every speaking opportunity by crafting a killer message for each and every audience presentation.
- Be an unforgettable story teller by weaving wisdom into your narrative and amplifying the most unique aspects of you.
- Learn presentation & facilitation skills that deliver value and drive demand with actionable strategies.

## Train your trainers

- Develop processes and procedures to create an in-house Train-The-Trainer program to effectively and efficiently on-board new trainers.
- Host more engaging meetings, trainings and webinars with action-oriented learning and interactive skills training.
- Increase learner interaction and engagement by leveraging analytics and developing organizational leaders.

## Organize your MES

- Create repeatable collaborative communication structures that build camaraderie and increase speaking, listening and leadership skills while crushing silos forever!
- Leverage your teams and empower individuals to develop innovative plans to fulfill your mission.
- Identify and develop subject matter experts SMEs from your marketing, engineering & sales teams.

Let's connect!



732-610-7654

john@corporatebrandinc.com  
www.corporatebrandinc.com