

Clarify and Connect your way to better communication with award-winning speaker

# Bill Ganon

CEO, THE GANON GROUP



**The Communication Paradox:**  
The more ways we invent technologies to make communication more efficient, the more it weakens our interpersonal communication ability. Effective communication is the #1 skill needed and not being developed in organizations. Bill's fun and lively presentations show anyone how to be a better communicator and presenter...in business and in life.

***Book Bill to speak: [bill@theganongroup.com](mailto:bill@theganongroup.com)***

## FOR BUSINESSES

Helping is the New Selling

How You Scale Trust in the Organization

"No" is Just the Beginning of the Conversation

Death to Death by Powerpoint

## FOR EVERYONE

Our Broken Human Conversation: Let's fix it!

One to Two...On You! Be a Master Networker

Stand and Deliver: Winning Presentation Skills

Effective Listening: The Ninja Communication Skill

*Available as both custom workshops and training programs*

## NOTABLE CLIENTS

**IBERIABANK**



**THE SPOKESMAN-REVIEW**

**ADVANCE LOCAL**



**MOXEY**





## CLIENT FEEDBACK

"Bill's ability to instantly connect with our team of advertising salespeople has left a lasting, beneficial impression. After a great two days of workshoping, our team put Bill's recommendations into its playbook. Our sales reps now use one of Bill's techniques, Orange Work, to research and find ways to better communicate with prospects and clients so relationships evolve beyond transaction and translate into meaningful, strategic marketing action based on trust."

**SB, Director Sales, Advance Local**

"Bill's realistic view of relationship building and management was embraced by our sales leadership team. His interactive style and experience sharing were rated as highly valued by a mature team. Suggested adaptation techniques for a transitioning to a virtual/digital world were effective in improving communication skills."

**CM, VP, PanAmerican Life Group**

"I would be remiss if I did not mention, as a marketing entrepreneur, that I am totally in awe with your knowledge, clarity, and concision when it comes to helping people articulate their ideas. I find myself being unimpressed with many people that I meet in the marketing and communications industry, but you my friend, are remarkable!"

**DW, Founder, Excellent Readers**

"Bill taught the entrepreneurs how to identify the most salient facts about themselves and their entrepreneurial ventures. In no time, the entrepreneurs were able to deliver concise, passionate, and engaging business pitches."

**TH, Former COO, Propeller Incubator**

"If you're a sales leader you need to read this blog post. My great friend and sales coach Bill Ganon turns one of the worst non-calls in NFL history into a superb lesson for all of us."

**TB, Entrepreneur, CEO**

"The (MBA) students all had rave reviews. And I'm not even close to exaggerating."

**KM, Loyola University professor**

## SPEAKER BIO

Bill is the CEO of The Ganon Group, specializing in improving communication across all levels of an organization to develop their interpersonal communication, presentation techniques and abilities. Bill built this coaching program on a 30-year career in sales with Fortune 500 companies as well as start-ups. He's an established keynote and conference speaker and has won multiple first prize awards at storytelling competitions at The Moth (themoth.org).

In addition to coaching organizations, Bill contributes his time to working with various New Orleans-based non-profits for public speaking, sales and communication workshops, as well as for graduate students at Columbia in NYC, Tulane and Loyola Universities in New Orleans.



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*Poor communication costs money. Lost sales. Failed company initiatives. Lost customers. I am passionate about effective communication. Storytelling, sales conversations, active listening and overall well rounded communication tool kit are what my audiences take away from my presentations. Top communication skills will improve your business productivity and your everyday interactions. I'd be honored to help your team, group or company communicate with greater connectivity and clarity.*

**- Bill Ganon**

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**theganongroup.com | 858.442.6294**

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