LAI Leading Authorities, Inc.

Mark Jeffries

Communication Consultant and Author

The Art of Business Communication: *A Strategic Guide to elevating Influence, Trust, and the Human Connection.* In his compelling keynote address, Mark Jeffries unveils a comprehensive framework for mastering business communication, drawing from his unique evolution from stockbroker to broadcaster and now acclaimed event moderator. At the heart of his message lies a blueprint for enduring success in our AI-driven world, where human connection matters more than ever. Through an engaging and practical on-stage experience, Mark introduces transformative concepts including “Your 3 new jobs”, The BRAINS of influence (Bridging, Rationalizing, Asserting, Inspiring, pre-Negotiating and Specializing), instantly useable tips on delivering a Perfect Pitch or Presentation, The L-WAR (Listen, Watch, Anticipate and React) and the 3 C’s of advanced communication (Consistency, Clarity and Confidence). This multifaceted approach provides a roadmap for elevating communication from mere information exchange to a powerful catalyst for professional success.

Event Host & Moderator Mark Jeffries has become the go-to Host, Moderator and Facilitator for some of the most successful major events – around the world. On stage, Mark has a rare ability to connect with any audience – from IT developers and Salespeople to Customers or Financial services providers. Attendees love his ‘added value’ stories on networking and Influence and quickly see Mark as their trusted friend, on stage. He provides indispensable energy, smart useable ideas, innovative concepts and all with just the right amount of humor and insight. But Mark is also YOUR main asset – helping your executives to shine and ensuring that your message is heard and remembered. *Panel Discussions*

Using his sharp business knowledge and years of experience working with C-Suite executives, thought leaders, business experts and of course tons of customers and clients, Mark has become the trusted partner to deliver watchable, engaging and relevant panel sessions – whether in person or “Virtual”. From Supply chain to Digital transformation and AI, from Geo-Politics to Transaction advisory discussions, Mark is equally at home drawing out key information, making panelists feel comfortable and giving all participants the confidence to share best practice, lessons learned and successful strategies. Mark always considers the perspective of your audience and ensures that memorable stories are told, key messages are heard and important points reinforced. Above all, having Mark run your panel sessions not only keeps everything running to time but also frees up your execs to appear as holders of great knowledge rather than trying to play the role of on-stage moderator. *Big Name Interviews*

From President Joe Biden to Will Smith, Serena Williams, Michael J Fox and Sir Richard Branson, Mark has mastered The Celebrity Interview. You pay significant fees to have these A-Listers wow your crowd – Mark helps you achieve that objective. Mark quickly connects the character, psychology

and ‘mood’ of your Celeb-talent to your all-important audience. He creates an instant trusted relationship drawing out the best stories to inspire and delight your crowd!