


Name	Kevin McIntyre, LtCol, USAF (Ret.) MSc., EEC, DISC, Ph.D. (Early 2025)
Title	Professor and Professional Development Business Coach
Presentation Title	<i>Crucial Decision Making (Prospect Theory)</i>
Credential Expertise	<ul style="list-style-type: none"> <li>A. ECC, Executive Communication Certified</li> <li>B. FEMA, Certified Crisis Communication Instructor</li> <li>C. USAF, AFIT Certified Instructor</li> <li>D. Certified IBM Technology Instructor</li> <li>E. Author of National Guard Crisis Response Plans</li> <li>F. Author of National Guard Crisis Communication Plans</li> <li>G. Fortune 500 Trainer: 6,000+ Leaders (Speaking Skills)</li> <li>H. DISC Behavioral Style Specialist</li> <li>I. Collegiate Guest Speaker</li> <li>J. Multi-Conference Speaker</li> <li>K. Lead Speaker to Congressional Delegations</li> <li>L. Presentations to Boards, C-Suites, Project Teams (IBM)</li> <li>M. Ph.D. Communication (2025)</li> </ul>
Content Summary	The ability to communicate effectively when in a crisis or when faced with a crucial decision is critical for successfully mitigating the situation. Heuristic decision-making will not suffice in situations where high stakes and heightened emotions are in play. Discover the secrets of navigating difficult situations through a communication paradigm that has been successfully demonstrated the world over.
Learning Objectives: Crucial Decisions, Mastering the Moments That Matter the Most	<ul style="list-style-type: none"> <li>★ Create the Right Atmosphere</li> <li>★ The Decision Making Checklist</li> <li>★ Work From the Plan</li> <li>★ Mitigate the Spiral of Silence</li> <li>★ Capture the Best Options</li> <li>★ The Way Forward</li> <li>★ Constantly Evaluate Efficacy</li> <li>★ Make Adjustments as Needed</li> </ul>
Learning Objectives: Communication With Less Frustration	<ul style="list-style-type: none"> <li>★ Going From Comfortable (Learned Skill) to Compelling</li> <li>★ Professional Demeanor   Gravitas Without Being Stiff</li> <li>★ The Seven Secrets of the Powerful Communicators</li> <li>★ Transformation not Just Information</li> </ul>

Content Summary	The ability to communicate in a fast moving business environment requires a certain set of skills that are desired in the professional. In this interactive speech and alternatively, in our one and two day workshops, we aim to deliver the speaking tools professionals need to create a “Symphony of Words.” The symphony can be delivered one-to-one, one-to-few, or one to many.
Formats	A. Conferences: Keynotes, Breakout Session Speeches B. Academic: Whole School Presentations or Classroom C. Workshops: Conferences, Off-Sites, Adaptive Location
Bio	Kevin McIntyre is a professor of business communication and a conference, collegiate, and event speaker. He also serves his clients by providing communication workshops at client sites and his training venue in Kennesaw, Georgia. Kevin’s Ph.D. research into practical and powerful communication will enhance his client’s communication skills. Additionally, Kevin has helped senior and executive leaders prepare for keynote presentations for conferences and company events. In all of these communication outlets, the aim is to create a “Symphony of Words” that makes any talk, presentation, or keynote a memorable experience for the audience. With a blend of gravity, storytelling, humor, and expertise, Kevin helps audiences enjoyably and interactively learn the skills necessary to thrive in a diverse and emerging landscape. These skills are particularly in demand with the rise of AI in the workplace.
Why You	<p>Somehow, I had escaped attending a mandatory speech class before graduating high school. No such luck was forthcoming when I was working on my undergraduate degree. My first attempt at a speech in front of my professor and 30 students ended in disaster. I had to be led off the stage due to freezing up. This incident has helped me formulate a way to help others be their best authentic self when presenting, leading a meeting, a one-to-one conversation, a keynote, a conference speech, a training session, or any other event where the person is leading in front of the room. I have great empathy for those who have a case of the “nerves” when in front of the room and what it takes to overcome the fear of public speaking.</p> <p>I now have the distinct honor and privilege of presenting my public speaking interactive speech, crisis communication talks, and crucial decision-making speech to various audiences. In addition, I conduct workshops with professionals worldwide who want to up-skill their communication effectiveness on all</p>

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Continued...	fronts. Those attending the workshops witness their own and the other's transformation, giving them a renewed sense of how powerful communication will drive desired results.
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Headshot	 A headshot of Kevin McIntyre, a middle-aged man with short, light-colored hair, wearing a dark blue blazer over a dark shirt. He is standing outdoors in front of a brick building with a green lawn and some trees in the background.