Speak UPP! **Lab**

Be Heard. Be Seen. Own Stage & Screen.

Nobody complains about your presentations. That's the problem.

The Speak UPP! Lab takes one real moment that matters from design to delivery. **Done with you, until it lands.** You leave with the piece, and with the skills to do the next one yourself.

What autopilot costs

For the presenter

- Hours of prep for the same polite nods.
- Follow-up meetings because the first one didn't land.
- The right idea losing to a better-presented one.

For the organisation

- Decisions that wait another quarter.
- Expert knowledge that gets shared, but not transferred.
- Meetings that inform, but don't move anything.

Done with you, from design to delivery

A moment that lands takes **design** (shaping the message), **development** (building the piece) and **delivery** (landing it in the room). E-learning, coaching for the few at the top and agencies that build the deck each cover part of it. The Lab covers all three, on the presenter's real moment.

> **I won't create it for you. I'll make sure you can.**



How it works

Live and online. Built on the Speak UPP! method: Understand, Prepare, Perform.

1. **Intake** — The moment, the room, the goal.
2. **Diagnose and shape** — Where it's weak, what it needs.
3. **Build** — You build. I push and sharpen.
4. **Review and rehearse** — Run it, refine it, repeat.
5. **Dry run** — Close to real conditions.
6. **The moment** — On screen or in the room.
7. **Debrief** — What worked, what's next.

Three formats

Solo Lab

One person, one piece.

Full attention on one presenter's moment, from first idea to debrief.

Team Lab

A team, one shared piece.

The joint pitch, launch or workshop, built to land as one story.

Cohort Lab — Open enrolment

A small group, each with their own piece.

The same route, with peer feedback in the room.

What it takes

A real moment
A pitch, an update, a session. Coming up soon, or delivered regularly.

Willingness to build
The presenter builds it. That's what makes the skills stick.

Time
Planned backward from the date. Number and length of sessions agreed at intake.

Investment
Depends on format and timeline. Agreed in the discovery call.

Ricardo Steinbuch

20+ years of making people better communicators. 6 years of mastering the screen.

Facilitator, learning designer and coach for organisations across the globe, from Vodafone and Philips to startups and NGOs. Since the shift to virtual, he has helped hundreds of professionals present through a screen with energy and real connection.

Next step: a 30-minute discovery call

We look at the moment that's coming up and whether the Lab is the right fit. No preparation needed.

ricardosteinbuch.com/speak-upp-lab

connect@ricardosteinbuch.com

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