

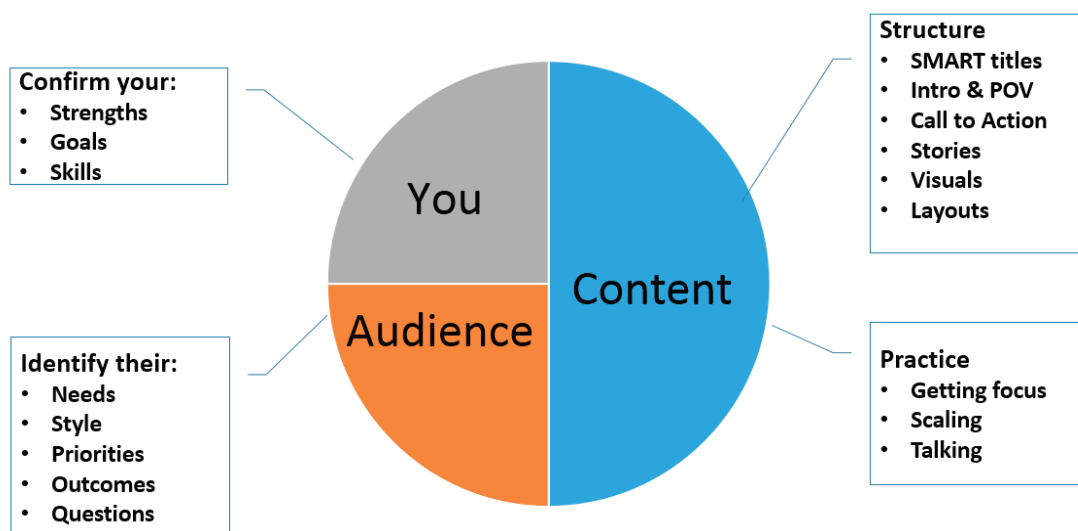
# Presenting with Ease

## Skills and Tools for High-Impact Business Presentations

### Vital Contributor Or Bore?

Presentations can influence, motivate and persuade audiences – or bore them to death. Successful presentations need three things: a presenter who knows how you present the message, content that engages the audience and a design that tells a powerful story. The ability to prepare, design and deliver highly engaging presentations is a core competency for most professionals, yet many of our clients tell us that their staff is struggling with:

- Lack of organization or flow to the presentation
- No clear message or call to action
- Presentations are too generic or don't focus on what the audience cares about
- Too much or not the right evidence or data to support the message



### Workshop Focus

**You:** When we begin to prepare to present, we start in the wrong place – we begin with the presentation, instead we need to start with ourselves. In this workshop you will assess your skills and set targets for improving them. We also practice some non-verbal skills that can dramatically enhance your presentation style and impact.

**Audience:** The best presenters seem to be in a conversation with the audience rather than a lecture about the topic. In this workshop we explore three key things you need to know about your audience: their style (how they understand things), their priorities (what's on their mind that you might help them with) and their outcome (specific problems you and your presentation might solve).

**Content:** The best presentations ask (and answer) compelling questions, lay out information in a visually compelling way and inspire audiences to act. We will focus on the presentation design and process that will allow participants to create a presentation that creates the desired impact.

## Workshop Agenda

### Module One: You - Assess and Build Skills

- Assess Skills as a Presenter
- Build Two Non-Verbal Skills

### Module Two: Audience - Find and Fix Their Problems

- Speak From Your Audience's Point of View
- Avoid Predictable Surprises by Preparing for Questions

### Module Three: The Content - Design to Persuade

- Improve the Structure
- Improve the Ideas
- Provide Visuals to Support Ideas

### Module Four: The Content - Present with Impact

- Practice Focusing Attention (SHARP)
- Practice Handling "Delivery" Challenges



## Learning Outcomes

<b>Module One: You – Assess and Build Skills</b>
<input type="checkbox"/> Explore your strengths as a presenter and define your greatest areas for development
<input type="checkbox"/> Learn and practice two non-verbal skills that will increase your credibility and ensure your body language is not detracting from your message
<b>Module Two: Audience – Find and Fix Their Problems</b>
<input type="checkbox"/> Gain clarity around what you need to know so that you can speak from your audience's point of view
<input type="checkbox"/> Understand how to adjust your delivery for different audience styles
<input type="checkbox"/> Prepare for predictable questions and learn strategies for dealing with more difficult questions
<b>Module Three: The Content – Design to Persuade</b>
<input type="checkbox"/> Learn the "SCoRE" structure to organize your presentation
<input type="checkbox"/> Discover techniques to capture your audience's attention quickly
<input type="checkbox"/> Learn different ways to motivate your audience by articulating your "call to action" and ensuring all data/evidence answers "so what?"
<input type="checkbox"/> Explore an array of visuals that can greatly enhance your presentation – as well as those that will certainly detract
<b>Module Four: The Content – Present With Impact</b>
<input type="checkbox"/> Work with a variety of presentation techniques such as story telling, humor, analogies, provocative statements or powerful pictures to further refine your presentations
<input type="checkbox"/> Practice handling delivery challenges