

# Presenting To Senior Leaders - One Day Workshop

## Skills and Tools for High-Impact Business Presentations

Your ability to influence, motivate or persuade your audience depends just as much on how you structure your message as the content itself, some would say it is even more important. The ability to prepare, design and deliver highly engaging presentations is a core competency for most business professionals in today's business world.



Your audience, particularly a Senior Leadership audience, needs high-quality information on which to base business and project decisions. Your colleagues need to solve problems and chart new directions. This workshop will focus on the tools, skills and process you need to support your internal and external partners through compelling, on-target presentations.

### Workshop Purpose

To build your competence in creating and presenting content that helps to support better stakeholder decision-making, briefing, educating, etc.

### Workshop Outcomes

By the end of this workshop you will:

- Have tools to define your audience's need and what 'presenting' role you should play
- Know how to anticipate and respond to your audience's most difficult questions
- Be able to design content that will directly satisfy audience need
- Have clarity as to best practices for PPT slide design
- Acquire powerful techniques for making key points
- Understand how to mitigate common presentation risks
- Know how to shift roles from presenter to facilitator to match audience's empowerment level
- Develop, practice and receive feedback on mini-presentations

**Workshop Focus**

- **Managing You:** When we begin to prepare to present, we start in the wrong place – we begin with the presentation, instead of ourselves. This part of the workshop helps you to understand your role(s) as a presenter and under what circumstances you should be presenting
- **Managing the Audience:** The best presenters seem to be in a conversation with the audience rather than lecturing about the topic. In this module, we explore what you need to know about your audience, particularly senior leadership audiences
- **Managing the Content:** The best presentations ask (and answer) compelling questions, lay out information in a visually compelling way and inspire audiences to act. In the final two modules, we focus both on the presentation design and process that will allow participants to create a presentation that delivers their desired impact

**Workshop Agenda**

AM	PM
<p><b>Setting the Workshop Context</b> Gives and Gets Exercise Clarifying Your Role as a Presenter</p> <p><b>Module 1: Confirm Audience’s Need and Plan How You Can Help</b> Meet the Audience’s Need Requirements of Higher-Ranking Audiences Improving Your Presentations Creating a Presentation Opener and Exercise</p> <p><b>Module 2: Design to Satisfy Audience Need</b> Select Key Content Organize Content into a Clear Structure</p>	<p><b>Module 2, cont’d</b> Scaffolding Your Presentation Relate Your Content to the Audience Improve Your Presentation Aids Improve Your Slides: Take the Squint Test Take the Squint Test Exercise</p> <p><b>Module 3: Present with Ease</b> How to Present with Credibility Prepare for Surprises or Difficult Questions Shift from Presenter to Facilitation Role Final Practice Presenting Oscar Performances Creating Closure</p>