



Effective Presentations

Presentation Skills Training
for
Business Professionals

Effective Presentations is an advanced classroom workshop designed for executives and professionals. It's available in 1-day and 2-day formats. Individuals from both technical and non-technical fields will find the workshop ideally suited to their needs since all of the concepts and techniques taught in the course are totally customized to the unique needs of each individual. Instruction is hands-on and practical, ensuring that all participants—regardless of their level of experience—see immediate improvement in their clarity, poise, and confidence.

Furthermore, by limiting class size to 8 people, we guarantee lots of time to focus on the specific needs of



each individual and to provide ample time for practice and individualized feedback.

OBJECTIVES

In this training, participants learn to:

- Look and feel far more comfortable when talking to a group
- Focus their presentations on the truly important information
- Communicate information clearly and compellingly
- Grab and hold an audience's interest
- Develop powerful slides

WHAT YOU LEARN

This training concentrates on concrete, practical techniques and lots of practice.

Some of the key things you'll learn to do are:

Add focus to a presentation

- You'll learn how to determine a presentation's objective, the important points to include and the amount and type of detail to include.
- You'll use our proprietary software—The Presentation Builder—to build your presentations (see next page).

Energize the audience

- Now you'll begin to really excite and involve the audience by using powerful phraseology and delivery techniques that capture and hold people's attention.

Design & Use powerful slides

- You'll uncover the secret to designing slides that communicate instantly and clearly.
- The design techniques will also help immensely in keeping the audience listening and attentive, never distracted or confused.

Be "natural"

- All participants are shown how to let all of their natural—and often unexpected—expression flow.
... All delivery techniques bring out your natural, hidden expressiveness, so you never look or feel phony.

Speak without notes

- You'll learn how to always stay on track and never forget what to say next, without ever using crib notes.

UNIQUE FEATURES

Lots of practice

- You make 5 stand-up presentations in front of the entire group in the 2-day workshop and 3 presentations in the 1-day. All presentations are recorded on your own personalized DVD.
- Two-thirds of the workshop is devoted to practice.

The Presentation Builder

- Our proprietary software guides you through the development of any presentation. Designed to work with PowerPoint, the *Presentation Builder* has two parts:

- The first part helps you to plan and organize your presentation and select the points that need to be included in the presentation.
- Then, the second part leads you through the development of the actual slides. It tells you what to say on each slide and how to say it— and it covers every slide, from the opening slide to the closing slide, and everything in between

- The *Presentation Builder* can be totally customized with your organization's colours, logo and templates.

Free follow-up coaching

- Each student gets up to 2 hours of free one-on-one telephone support to help prepare for the first “real” presentation after the training.

Practical skills

- Participants practice “real life” presentations of their choice.
 - ... Everyone chooses either a previous or upcoming presentation and prepares that topic. Thus, all the skills the participants learn are tied directly to the actual presentation situations they face.
- Presenters learn how to stay focused and

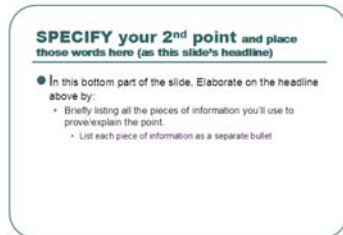


cover all-important information without using notes. Instead, they use the slides as invisible, but effective, ‘crib notes’.

- Slide design techniques ensure every visual instantly communicates a precise message in clear and compelling terms.

Individualized feedback and encouragement

- All presentations are recorded. Reviews with a facilitator are held one-on-one in a private room.
- Instructors provide practical suggestions to overcome specific shortcomings and capitalize on hidden strengths. Feedback is always positive and uplifting.



HOW THE 1-DAY AND 2-DAY WORKSHOPS COMPARE

Whether choosing the 1-day or the 2-day workshop, all participants see substantial improvement in the clarity of their messages, their confidence, and their ability to engage their audiences. Of course, with an additional day of instruction, practice, and feedback, participants can expect to bring their presentations skills to an even higher level. The essential difference between the workshops is that the 2-day version allows participants more time to learn and practice sophisticated delivery techniques and slide design and usage concepts. Participants in the 2-day workshop also receive more individualized feedback. The 2-day workshop includes five presentations, on camera, as opposed to three in the 1-day workshop.

	1-Day	2-Day
Presentation Builder		
DVD Recordings of all presentations		
Confidential one-on-one feedback		
Advanced delivery skills		
Additional learning re structuring content		
Additional learning re delivery skills		
Advanced slide design and usage techniques		
Additional slide design techniques and practice		
Number of recorded presentations	3	5

RELATED WORKSHOPS

MediaScoop™

- A 1-day course on working with the media covering issues like:
 - ... Understanding the needs and goals of people in the media
 - ... Handling “tough” questions
 - ... Maintaining control during an interview
 - ... Dealing with cameras and lights

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