



# BEYOND PRESENTATIONS: HIGH IMPACT PRESENTATIONS



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They may forget what you said, but they will never forget how you made them feel.

~ Carl W. Buechner



## WORKSHOP FRAMEWORK

Organizational brand and culture is determined very largely by the perceived behavior of its external facing employees and how successfully they communicate and influence internal and external stakeholders. As your circle of influence increases you are increasingly in the spotlight and need to be seen and heard in a way that creates a positive, powerful impression from the moment you enter the room and attract confidence and commitment in your audiences after you leave.

Whether you are persuading colleagues, selling a client or energizing a team, the power of your presentation skills makes the difference between success and failure.

This program is designed to ensure noticeable gains in effectively communicating your ideas, enhance personal and corporate image, and ultimately increase sales for your business. The impact of this 2-day workshop is evidenced almost immediately post the training and a copy of the before and after of the skill developed is made available to the participant.

This program is about helping highly visible executives, consultantants and sales leads to inspire their teams, their organizations and their clients by being powerful and authentic communicators.



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## AGENDA

This 2-day workshop comprises of 4 distinct modules:

1. Recognizing your authentic powerful self
  - a. Exploring your social interaction style
  - b. Enhancers and derailers to powerful interactions
  - c. Creating positive impact
  - d. Increasing credibility
  
2. The neuroscience of brain-friendly communication
  - a. An understanding of cognitive dissonance and overload
  - b. Creating a 'toward ' receptive state for the audience
  
3. Presentation Zen
  - a. Structure
  - b. Content
  - c. Complex Information and data
  - d. Media
  
4. Communication with Impact:
  - a. Voice
  - b. Presence
  - c. Responding to pressure situations
  - d. Inspiring change
  - e. Motivating a call to action

## METHODOLOGY

The program will take you through a process of deep self-awareness, confidence and courage to find your true voice. The program focuses on the capacity to connect with your audience, whatever the context and deliver you messages with impact and effectiveness.

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The experience in this workshop is as close as you can get to having a personal, public speaking training coach. You present multiple times over the course of two days. Your presentations are videotaped and evaluated. And you get expert one-on-one coaching at the end of each presentation. The presentation skills workshops are kept small and are in a supportive environment to allow for maximum engagement and learning.

In this supportive environment you will be able to explore new ways forward, break limiting default behaviors, take risks, make discoveries and practice effectively.

The workshop uses highly effective tools and methods from the world of theatre and performance coaching, neuroscience and voice training to identify the key elements in finding your fullest expression.

## KEY TAKE-AWAYS

- a. Increased ability to communicate your message with passion and purpose in a style that is natural and authentic
- b. Enhanced skills in generating new ideas, thinking on your feet and interacting with varied audience.
- c. The skills to align your body and voice to be a more inspirational communicator.
- d. Make presentations that are well-reasoned and heart-felt at the same time
- e. Structure your ideas and thoughts in an impactful brain-friendly manner
- f. Learn from rigorous individual performance coaching.
- g. Create and sustain your unique personal Action Focus Plan for taking the skills to the next level.