

Course ID
PRESENT
Course Duration
2 days

Course Title
Presentations That Inform, Motivate, and Sell!

Related Courses

- Internal Consulting and Customer Service (SERVICE, 2 days)
- Effective Negotiation: Beyond Win-Win (NEGOTIATE, 1 day)

Aimed At

Do you make presentations that seek to inform or persuade your peers, superiors, or customers? Do you have ideas or recommendations that you want heard and valued? If so, this course is for you. Professionals and managers at all levels – not just sales folks -- will benefit from this course.

Group Size

7-25

Prerequisites

None

Course in a Nutshell

Presentations are opportunities to effectively inform your audience, to persuade them to take a new or different course of action, to sell an idea or a product, and to gain closure and commitment. This workshop will take you from the initial “call to present” to a completed script and to the heart-felt applause at the end of your presentation. You will plan, write, prepare, and practice in class. The before-and-after videos will allow you to see the improvement before you even leave the workshop.

You will begin by learning the advance prep techniques that will help match your presentation to the audience goals and interests. You will learn how to plan and write a well structured, compelling presentation. You will acquire the tools and techniques to transform technical jargon into a convincing business case, craft influential openings and powerful closings, and design effective visuals to achieve the result you are trying to achieve. Finally, you will learn how to use body dynamics to project comfort and confidence, engage the audience, and handle difficult people and situations. In short, everything you need to make informative, memorable, and persuasive presentations!

Customize It!

- Are you a subject matter expert whose presentations need to inform more than sell? Let us know so we can focus on the tools and techniques that will help you present with authority, clarity, interest, and humor.
- Are you a manager, executive, or sales person whose presentations need to persuade and sell? Let us know so we can emphasize the parts of the course that deal with motivating and persuading your audience to buy in on your ideas.
- If you prefer, we can present this course without the videotaped practice presentations, shortening the course to a day.
- Combine this course with Business Writing That Is Clear, Concise, and Compelling! (WRITE, 2 days), for a total of 3-4 days, depending on whether you include the presentation lab or not. Please ask about the “combo discount”.

Learn How To

- Analyze the presentation audience, set presentation objectives, and develop a presentation strategy.
- Select the presentation approach and tone that are right for you as well as your audience.
- Pick the most successful presentation format for a given occasion, whether it’s a peer update, informal discussion, team meeting, senior management briefings, client presentation, or a large gathering.
- Develop strong and clear key messages and the presentation structure that delivers them most effectively.
- Transform technical jargon into powerful prose.
- Craft an attention-getting opener and a persuasive closing.
- Design memorable visual aids that add impact to your ideas and, when appropriate, keep the audience in suspense.
- Use body language, tone, gestures and pace to make your presentation come alive.
- Plan the logistics so there will be no foul ups.
- Master the podium: Exude presence, project voice, and engage and wow the audience!

Course Outline

- Introduction
 - Introductions exercise
 - Discussion: The key to becoming influential
- Presenting as a Process
 - The ADDIE process for presenting: Analysis, design, develop, implement and evaluate

- Case Study: How do you prepare?
- Exploration: What makes a presentation successful?
- Dissecting why you are presenting

- Preparing for a Presentation
 - Four primary types of presentations: Selecting the perfect style
 - Formatting a presentation
 - Preparing to connect with your audience
 - Questions to ask ahead of time that will bring your message to life
 - Turning technical jargon into powerful prose: Benefits vs. features and requirements vs. business need

- Stand and Deliver
 - Short presentations in small groups
 - Critique and discussion

- Presentation Openings and Closings
 - Matching an opening with your style, content, and audience
 - Five presentation opening approaches: The right opening sets the stage for their acceptance
 - Tips for attention-grabbing openings
 - Five powerful closings
 - Dangerous closings to avoid
 - Handle difficult people and situations before the difficulty begins

- Presentation Presence
 - Body dynamics that set the tone
 - Large group dynamics: Handling groupthink, strong opposition, and disinterest with ease
 - Overcoming nervousness
 - Word speed exercise: Do you talk at the speed that influences others?
 - Engaging your audience: Techniques for large and small, formal and informal settings
 - Strategies for giving credit, turning negative impressions to positive ones
 - Brevity: How to leave them wanting more
 - Persuasive presentations: Learn what makes an informational presentation an influential one

- Class Presentations and Critique
 - Preparation and practice for class presentation
 - Presentations and videotaping
 - Written critiques and discussion

- Conclusion
 - Recapitulation of the major “take home” ideas
 - How to keep growing: A six-month self-development plan

How You Will Learn

- An expert presentations instructor/coach will present this course in “workshop” format.
- During the workshop, you will plan, create, and present your own mini-presentation to practice as you learn.
- The instructor will videotape your presentations and offer live critique and coaching.
- You will learn the dos and don’ts of making great presentations from someone whose own presentation embodies and model those ideas.
- You will receive a printed Participant Handbook which will help you remember and retain what you learned in class and apply it on your job.
- Bonus materials: You will also receive planning worksheets, presentation dos and don’ts, and a video tape of your class presentation.

Revised

Jan. 10, 2006