



OVERVIEW

This hands-on one-day program is designed to prepare participants to effectively create presentations that engage and inform their audience.

By the end of this workshop participants will be able to:

- Assess a current presentation against best practices
- Determine audience demographics, attitudes and needs
- Describe the language of IT compared to the language of business
- Identify the impact of jargon on the audience
- Craft information in a clear, concise and professional manner
- Leverage best practices in opening a presentation
- Demonstrate greater ability to tell stories and identify the five drives of memorability
- Describe the attributes of highly effective visuals

PROGRAM FLOW: KEY CONTENT AREAS

Welcome

- Introduction
- Learning objectives

Establishing a Baseline

- Find the mistakes—20 common errors

Presentation Purpose

- Begin with the end in mind
- Think, feel and do
- Informative, persuasive, instructive and collaborative

Developing the Message

- Audience DNA (demographics, needs and attitudes)
- Application
- Language of IT to language of business
- Curse of knowledge and use of jargon

Presentation Structure

- SCQA structure (situation, challenge, question, answer)
- Italian Vacation activity
- Application
- Craft a compelling narrative

Great Openings

- Line to Line Activity
- Storytelling
- Stories you should know how to tell
- Quotes, questions and statistics

Design

- Everyone is a designer
- Design principles
- Displaying numerical data
- Sequence, font, animation and builds

Dealing with the Audience

- Challenging behaviors
- Hot Seat activity