



## OVERVIEW

This hands-on one-and-a-half-day program is designed to prepare participants to more effectively deliver a presentation that involves, informs and inspires.

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

- Demonstrate the ability to conduct an effective presentation
- Project a polished and professional manner
- Present information in a clear, concise and persuasive manner
- Determine audience demographics, attitudes and needs
- Speak in a manner that is geared toward the listener
- Quickly organize a presentation based on the participants' needs
- Identify the verbal, visual and vocal skills techniques necessary to establish presence
- Demonstrate a greater ability to tell stories
- Take complex topics and present them in a manner that is easily accessible

## PROGRAM FLOW: KEY CONTENT AREAS

### Welcome

- Introduction
- Learning objectives
- Agenda overview

### Baseline Presentation

- Great openings
- Practice session one

### Presentation Purpose

- Begin with the end in mind
- Inform, involve and inspire

### Developing the Message

- Audience DNA (demographics, needs and attitudes)

- Application

- Speak the language of business
- Curse of knowledge and use of jargon

### Presentation Structure

- SCQA structure (situation, complication/challenge, question, answer)
- Speaking in threes
- Activity: Italian Vacation

### Presentation Format

### You the Presenter

- Establishing presence
- Verbal, visual and vocal

- Weasel words

- Body language
- Tone and inflection

### Storytelling

- Activity: Line to Line
- Structure
- Stories you should know how to tell

### Bringing It All Together

- Practice session two

### Workshop Close