PRESENTATION ADVANTAGE®

Communication Advantage Series

IS YOUR MESSAGE MOVING THEM TO ACTION?

Unproductive meetings and lost opportunities occur due to poor presentations. The lack of powerful methods to inform and persuade is one of the greatest hidden and pervasive costs of the 21st-century workplace.



This one- or two-day Work Session will help participants consistently deliver highly successful presentations. They will learn the mindsets, skillsets, and toolsets combined with the latest neuroscience to better inform, influence, and persuade others in today's knowledge-based world.

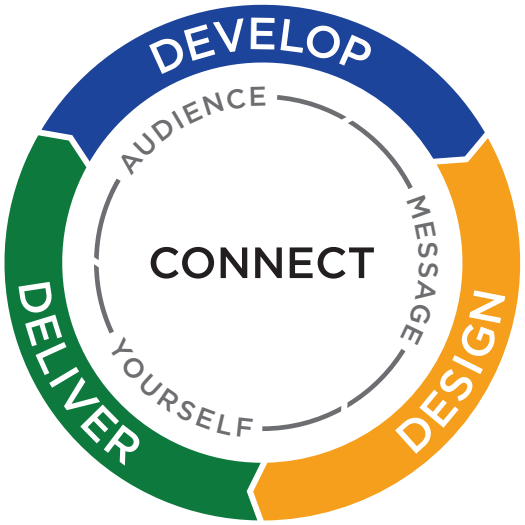
The *Presentation Advantage* Process

Systematic and effective methods must be in place to communicate in a way that motivates people to change and take action. The overarching paradigm for consistent presentation success is "Connect."

Presenters must:

- Connect with the message.
- Connect with themselves.
- Connect with the audience.

A robust process surrounds the model to ensure success.



Presenters need to:

- Develop a powerful message.
- Design impactful visuals.
- Deliver with excellence.

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AS A RESULT OF THIS WORK SESSION, PARTICIPANTS WILL BE ABLE TO:

FOUNDATION

- Define presentation success.
- Understand the paradigm of "Connect."
- See that paradigm plus process equals presentation success.
- "Connect" with in-person and virtual audiences successfully.

DEVELOP A POWERFUL MESSAGE

- Identify the clear purpose to be achieved with their message.
- Create a memorable introduction and conclusion.
- Develop key points to support the purpose.

DESIGN IMPACTFUL VISUALS

- Use visuals to increase attention to and retention of the message.
- Design effective presenter notes and prompts.

DELIVER WITH EXCELLENCE

- Master the components of the "first and ongoing impression."
- Deliver visuals effectively.
- Manage good and bad stress.
- Handle questions and group dynamics.

PRACTICE

- Take the pre- and post-Benchmarks.
- Master skills through the 5-Week Quickstart process.

Creating a "purposeful" shift in knowledge or behavior through successful presentations moves people, teams, and organizations to "the competitive edge."

For more information, please call: 0 2728 0200 E-mail: info@pacrimgroup.com

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