

UPFRONT

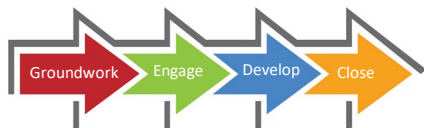
Persuasion Through Presentation



If you want to succeed in your role and enhance your ability to influence others, you must be a strong presenter. Employees of large corporations, small businesses or solopreneurs are discovering the ability to deliver a persuasive presentation that is clear, concise and compelling is the key to building credibility and moving audiences to action. Presenting data alone is not sufficient.

UPFRONT Persuasion Through Presentation (UPFRONT) equips you with the ability to construct and deliver a persuasive presentation. The workshop focuses on how to *construct* a powerful presentation and how to most effectively *deliver* your message. During the workshop, you will focus on an upcoming presentation and directly apply the techniques and processes to enhance your real-world presentation.

Presentation Flow



There is a natural flow to the design, (Groundwork/*preparation*, Engage/*open*, Develop/*body and* Close). Within each section, participants will build a presentation that reflects their own style and real-world issue.

UPFRONT's Unique Value

The workshop allows participants to:

- Self-manage fears and nerves
- Master the ability to engage the audience, bring content to life and close with commitment
- Use a presentation planning tool for efficient content preparation and organization
- Influence with both verbal and non-verbal skills
- Rehearse and receive video recorded feedback for selected real-time business presentations
- Integrate visual aids seamlessly
- Incorporate feedback and reinforce improvements

Standard Session Length: 2.5 days
Customizable

Who Should Attend?

- Scientists, Engineers and Technicians
 - Project or research status/findings
 - Association presentations
 - Requests for funding
- Managers and Executives
 - Board presentations
 - Town Hall meetings
 - Company or group updates
- Support Staff
 - Capability overviews
 - Solution proposals
 - Technical training
 - Safety reviews

Anyone who is required to persuade a small or large group of people to take action could benefit from this course.

Post Session Coaching

One-on-one follow-up behavioral coaching sessions will reinforce the workshop concepts and contribute to breaking habits.

- Create a new presentation
- Video recorded practices
- Slide make-overs
- Other presentation challenges (eye contact, nerves, voice projection, gestures)

Outcomes by Module

Key Learnings	Learning Outcomes – Presenters will ...
<p>Presentation Practices – Video recorded Incorporates peer feedback, personalized behavioral coaching, and immediate opportunities to progressively learn from each video.</p>	<ul style="list-style-type: none"> • Build self-awareness while accenting strengths and eliminating distracting behaviors. • Cultivate polished and influential body/gestures/vocal attributes
<p>Integrating Visual Aids Design visuals to engage the audience and ensure a clear and concise message. When presenting slides, learn where to stand and how and when to direct the attention of the audience to the slide.</p>	<ul style="list-style-type: none"> • Avoid the trap of overly complex data-oriented slides that result in reading the slide and overwhelming the audience. • Use visual aids effectively to support, clarify and emphasize points in a compelling and memorable manner.
<p>Groundwork Use self-management techniques to overcome fears and discomfort.</p> <p>Prepare a message in a persuasive presentation by knowing the makeup of the audience, their needs or concerns and what key points they will be most interested in.</p>	<ul style="list-style-type: none"> • Be thoroughly and systematically prepared for key presentations using a presentation planning tool that ensures a method for consistently assuring relevance to the audience.
<p>Delivery Skills Use voice techniques, body movement, gestures and eye contact to enhance, rather than undermine, a presentation</p>	<ul style="list-style-type: none"> • Demonstrate credibility and confidence through the choice of words, vocal tone and body language.
<p>Elements of Structure</p> <p>Engage Effectively and quickly engage the audience with a captivating opening, a focused agenda and clear action expectations.</p> <p>Develop Deliver a clear, concise, compelling message using convincing elements to create a logical storyline that builds from point to point.</p> <p>Close Summarize key points for optimum retention, call for audience action and close with a clear core message.</p>	<ul style="list-style-type: none"> • Frame the presentation to capture audience interest and willingness to listen in the first moments of the presentation. • Bring the presentation to life with a memorable and clear message. • Effectively deliver a targeted close that moves the audience to action.
<p>Handling Questions & Answers Learn the P.A.U.S.E. technique to respond to common and challenging questions.</p>	<ul style="list-style-type: none"> • Respond with clarity while remaining focused, confident and calm during the Q&A period.