

Enhancing Presentations®

Building Confidence & Credibility

Purpose

You never get a second chance to make a first impression.

No matter what industry or line of business, individuals and teams are viewed as more effective when they are able to present ideas, products, and services with clarity and conviction. The only way to achieve these skills is through practice that includes feedback and coaching. We often hear that “practice makes perfect.” Unfortunately, practice only makes permanent. If we are practicing ineffective ways of communicating and presenting on a daily basis, they become habit. These habits are hard to break, especially in situations when we are often uncomfortable, as when giving formal presentations.

This highly intensive workshop provides numerous opportunities for participants to develop confident and credible presentations. Through the use of videotaping and immediate feedback and coaching, participants begin to realize the impact their presentation style has on others. Newly learned skills that are repeatedly practiced begin to form new habits that can be immediately applied on the job.

Objectives

1. **Develop a personal delivery style that conveys confidence, energy, and enthusiasm while selling ideas, products and/or services**
2. **Eliminate ineffective, distracting nonverbal behaviors**
3. **Develop targeted presentation content based on audience/customer needs**
4. **Create visual tools that support main points, & present visual media confidently**
5. **Field challenging questions to overcome resistance, clarify intentions, and achieve mutual goals**

Audience

All professionals

Duration

2+ full-day program (depending on objectives and exercises selected)

Materials

- ☑ **Participant Workbook, including these practical on-the-job tools:**
Self-Evaluation Forms & Presentation Development Templates

Business Results

- Confident, polished presenters representing your organization
- Presentations that are convincing and influence decision makers
- Presentations designed to meet varying audiences' needs and interests
- Clear, concise visual tools that convey a consistent message



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*Providing business leaders
lasting competitive advantages
through improved
team performance*