

OVERVIEW

In today's dynamic business environment, people working in all levels of an organization are called upon daily to influence decisions in the workplace. This requires skills beyond traditional job responsibilities. The ability to deliver a persuasive presentation to internal or external

customers has become a fundamental requirement for employees. UPFRONT will provide you with the opportunity to further develop and refine your presentation skills. You will become competent in both content development and delivery techniques.

Delivering credible presentations that are **Clear**, **Concise** and **Compelling** will have an immediate impact on your ability to effectively influence and persuade any audience. UPFRONT maintains a balance between constructing presentation content and effectively delivering the presentation.

IGNITE TALENT

UPFRONT: PERSUASION THROUGH PRESENTATION offered in association with daK DE AVILA & KNOSHELE CORPORATE TRAINING

This program is built around the core concept that powerful presentations must be **Clear**, **Concise** and **Compelling**

PROGRAM OVERVIEW

The core of the program is built around four key areas: *Groundwork*, *Engage*, *Develop* and *Close*. These components represent the preparation needed prior to a presentation, the beginning, middle and end of a presentation.

GROUNDWORK

Often presentations are prepared with little or no information about the audience or their needs. Groundwork focuses on the components of preparation by thoroughly understanding the profile of the audience, identifying potential areas of opportunity and anticipating questions or concerns prior to the presentation and identifying the Key Points to be covered. Participants will learn to apply self-management techniques, which will allow them to focus their energy and feel more comfortable delivering the presentation.

ENGAGE

The foundation for a persuasive presentation lies in the opening message. Capturing and maintaining the audience's attention is accomplished by addressing five critical questions in the minds of audience members. With these five questions

addressed, a clear direction is set for the presentation and the audience is engaged.

DEVELOP

The content of a presentation must be developed in a **Clear**, **Concise** and **Compelling** manner. Special attention is devoted to addressing the specific needs of the audience and presenting information that is consistent with the purpose of the presentation. Convincing elements are suggested that bring the Key Points presented to life.

CLOSE

The final message must be as captivating as the opening. The Close of a presentation must capture the essence of the message and clearly communicate actions the audience is to take as a result of the presentation.

DELIVERY SKILLS

Delivery skills can either enhance or destroy a presentation. Participants receive videotaped feedback on voice quality, proper eye contact and body movements.

VISUAL AIDS

Presenters connect with the audience. Visual Aids support the presenter. Computer projection, Flip Charts, Handouts, and Overhead Transparencies are all discussed to ensure the presentation is properly illustrated.

QUESTIONS & ANSWERS

Staying focused and calm during a question and answer period is challenging. The **P.A.U.S.E.** technique offers a simple way to understand, then address any question.

PRESENTATION MAP

This practical, reusable tool will provide presenters with a method for preparing a persuasive presentation with a clear sense of direction tied to the needs of the audience.

PROGRAM DETAILS

OPTIONAL MODULES

- Team Presentations
- Executive Coaching

SESSION LENGTH

- 2 Days (Full Workshop)
- 1 Day (Structure **or** Delivery)

PARTICIPANT MATERIALS

- Participant Guide
- UPFRONT Map

LEADER KIT MATERIALS

- Participant Guide
- Leader Guide
- UPFRONT Map
- Presentation Transparencies

PROGRAM OUTCOMES

- Participants will understand how to construct a persuasive presentation
- Participants will refine their delivery skills
- Participants will learn how to manage internal "chatter" which interferes with presenting
- Participants will recognize personal strengths and identify areas for improvement
- Participants will improve their ability to handle difficult questions
- Participants will receive feedback on videotaped practices
- Participants will utilize a tool for preparation
- Participants will enhance their presentations through effective use of visual aids

WHO WILL BENEFIT?

UPFRONT is a persuasive presentation workshop. Anyone in an organisation who is in front of groups, teams or customers can benefit from taking part.

- Salespeople advocating solutions
- Sales capability overviews
- Application engineers
- Highly technical presentations
- Managers influencing goals
- Executive strategy sessions
- Cross-Functional team presentations

PREMISES

UPFRONT is based on the belief that effective presentation must be **Clear, Concise** and

Compelling.

Presentation effectiveness lies in a clear sense of direction

Clear: *Is my purpose clear? Am I communicating my intent? Is my presentation easy to understand and follow? Am I articulate throughout?*

Concise: *Am I precise in my choice of words? Is my presentation as brief as possible? Does my message directly serve the purpose of the presentation?*

Compelling: *Do I provide my customer with a reason to listen? Am I engaging throughout my presentation? Will my message cause my audience to respond to my Call to Action?*

© 1996,2001 dAK