

Power Presentations For Senior Executives

Who is it For?

The programme is most suitable for Senior Executives who:

- Need to make better presentations to either **internal** stakeholders or **external** clients
- Want to update their skills, following feedback from their audiences
- Have relatively limited experience of making presentations, perhaps derived from previous on-the-job learning.

Objectives...

This 1:1 programme will help participants in detail to:

- Focus on what they want to achieve from each presentation
- Understand how to inject power and influence into their presentations
- Manage the quality, quantity and tone of their presentations to gain the optimum result
- Match their style to the needs of differing audiences.

Structure...

We have found that the programme is most effective when run over 4 x 2 hour sessions. This gives the participant time to both prepare and reflect. The programme is run at the client's workplace.

The programme style and approach is highly practical using a balanced combination of video-role plays, practise presentations and 1:1 coaching.

What we cover...

We flex the content to meet the specific needs of participants, but the standard programme contains the following elements:

- Participants initially make a simple presentation to set a baseline for development. This is videoed so that feedback can be given. Further video role plays are include in the programme

- Purposes of presentations. Selecting the right style and approach for each situation
- Balancing short term business goals with longer term professional relationship building
- Preparing and understanding yourself. Understanding your audience
- Key questions to ask before you start and indicators to focus on during your presentation
- Structuring and sequencing presentations for impact using AIDA (Attention, Interest, Decision, Action)
- Making an impact with your voice and choice of words
- Hints for observing the body language of your audience
- Tips for using your own body language to positive effect
- Handling questions and objections during and after presentations
- Cross cultural aspects of making presentations
- Following up with your client. When, how and how often.

Facilitators...

Our facilitators are experienced presenters with extensive expertise gained from working with a broad range of industries. We make the learning process very practical and enjoyable for participants, which in turn increases its impact.

Terms and Conditions...

- We prefer to use live business topics for our discussions, so the work we do with clients has to be entirely confidential.
- Our fee for the programme are highly competitive and are due on commencement.