



Schulich
School of Business
Executive Education Centre

Improving Presentation Effectiveness

What you must know to make all your presentations powerful, compelling and persuasive.

SEEC Moments of Insight include:

Avoiding “death by PowerPoint” by moving beyond bullet points with powerful analysis tools to create powerful slides.

Controlling voice and mood to speak/move with purpose, authority and confidence and stay on track no matter what.

Getting the results wanted from every presentation by defining what you really want to happen and including an offer.



Register for an Upcoming Session:

March 5 - 6, 2018
September 20 - 21, 2018

Our Participants Say it Best:

“This course provided so many valuable tools that I can easily apply to several situations in my profession. Whether it be how I present myself sitting in a meeting or executing a presentation to a room of 50 people. It brings awareness to ourselves and the small details that can have an incredible difference.”

R. Van Lare,
Marketing Coordinator,
Napoleon

“This course made me realize and observe my own behavior as a presenter and gave me tips for improvement I can actually use every day.”

S. M. Rose,
Marketing Manager,
Conair

“This course changed my thinking about almost all aspects of presentations. The skills acquired will be very useful with different audiences.”

B. Maltman,
Executive Director,
General Insurance,
Ombudservice



14 PDU*



14 CPD

Register Today / Complete Details

<http://seec.online/11597>



Schulich
School of Business
Executive Education Centre



Improving Presentation Effectiveness

Receive one-on-one feedback plus personal coaching tools and templates!

The only presentation course managers and executives need.

Business people often say the presentation of any report or concept is as important as the content, in some cases even more important. This program will closely examine the **“ingredients” of a successful presentation** and offer practical insights on how to improve your personal skills. **It is not theoretical. It is a hands-on learning experience designed to provide actual practice and rehearsal** in using the new tools in group presentation situations. Participants will learn both **how to create presentations that get rave reviews**, and **how to get their recommendations approved and vigorously supported**.

Top Take-Aways

1. **Reduce up-front preparation time by half** for any report, meeting or briefing
2. Ensure **greater approval and commitment** to your ideas and recommendations
3. **Be powerful, professional and authoritative**, in spite of presentation “jitters”
4. Deal brilliantly with **unexpected challenges and questions**
5. Create **compelling and dynamic dialogue** with your audience
6. **Guide your presentation** to get a discussion started and keep it moving!
7. Present powerfully to any audience, including executives, clients, and senior decision-makers

Teaching Approaches

During this interactive workshop, each participant will prepare and deliver short, original presentations. Using a mix of mini-lectures, communications exercises, drills and practice, participants will learn:

- Effective audience analysis and audience planning; Setting presentation objectives and outcomes; Adding personal value
- Speaking persuasively about any topic; Cutting preparation time in half; Organizing a presentation that persuades
- Comfort with voice, gestures and movement; Reducing nervousness and jitters; Presenting powerfully to senior and executive audiences; Responding to challenges and questions

Added Bonus! Included with registration, participants will receive a copy of *Soft Skills Volume 1* written by instructor Diana Kawarsky.

Overview of Learning

Setting Audience Expectations

- Why fear of presenting is not your biggest challenge!

Achieving Your Desired Outcome

- How your audience impacts presentation success; Why the outcome is the hardest thing to write – and the most powerful; How to use the chunk outline and cut preparation time

Delivering Persuasive Presentations

- Speak persuasively about anything; Authority, “intention” and control; Rivet your audience’s attention

Curiosity: The Secret Weapon of Persuasion

- How to overcome resistance; How to deal with challenging and difficult questions; Satisfy audience needs and get positive response

From Verbal Impact to Visual Impact

- Tips and guidelines for on-screen effectiveness; Success factors for PowerPoint; Storyboard: planning your visual delivery

Presenting to Senior Managers and Executives

- What senior audiences want; How executives judge effectiveness; Six heuristics of executive decision-making

Putting your New Presentations Skills into Action

- Managing presentation stress; Practice strategies for audience interaction; How to use stories, humour, facts and examples for the highest impact

Continues online

Get the whole picture.

Preview complete course content and instructor bio online.

Complete Details / Register Today

<http://seec.online/11597>

Tel.: 416.736.5079 | 1.800.667.9380
or email exceedinfo@schulich.yorku.ca

* PMI Talent Triangle PDU breakdown • Technical: 14

Dates & Locations:

March 5 - 6, 2018
Executive Learning Centre

September 20 - 21, 2018
Miles S. Nadal Management Centre

Registration Fee:

\$2,650 + applicable taxes

Registration Details:

- Tuition includes teaching materials, lunches and refreshments, but not accommodations
- A special corporate rate is available for participants at partner hotels
- Programs run from 9:00 a.m. to 4:30 p.m.
- Modules, speakers, topics, dates, fees, and locations are subject to change