

## 2-Day Presentation Skills *training*

The 2-Day Presentation Skills Training program is a full immersion in the basics of how to build a powerful presentation and deliver with confidence and audience connection.

Day 1 is about defining audience, mission, and message. From there, individuals work to populate a message map in an analog way before tackling the digital creation of the presentation (PowerPoint). Coaches work, hands-on with participants on Day 1 to craft the messages and build powerful, professional presentations.

Day 2 participants are on-camera all day working through every element of the presentation. Strong foundational tools from day one are applied through on-camera coaching to build their professional brand through story-telling, sharing relevant data and connecting with the audience. World-class coaches provide candid, structured feedback to every participant to facilitate development and growth.

**NUMBER OF PARTICIPANTS**

**8-12**

**SESSION LENGTH**

**2 FULL DAYS FROM 8:00AM TO 4:30PM**

## DESCRIPTION

### THE BENEFITS

Fundamentals matter when learning (or re-learning) new skills. When a strong foundation is built, better results will be realized, saving the organization time and money. Investing in communication skills is a gift that will grow and last a lifetime; it will impact the trajectory of careers and businesses and the training investment may improve employee retention.

### THE CASE FOR TRAINING

- Being smart and having great ideas is not enough when it comes to building or engaging with customers, stakeholders or leaders in your organization. Effective business professionals and entrepreneurs recognize the necessity to grow strong communication skills and hone them on a regular basis.
- Miscommunication and overcommunication costs business professionals time, money, business, and brand equity. Customers, employees, and leaders are often impatient and confused with mis-targeted, watered-down, data-heavy messages which lack a tangible mission or call to action.
- Strong communication skills impact career and business trajectory in a positive way.
- Engaging and connecting on a human level through conversation and presentation is necessary to manage relationships, build consensus, and demonstrate leadership, partnership, and customer care.
- Progressive business leaders grow and learn in challenging, collaborative coaching environments where they are surrounded by dedicated peers and high-caliber trainers. They learn by experiencing and observing the communication process.

### ABOUT THE 2-DAY PRESENTATION SKILLS TRAINING PROGRAM DETAILS

- 2 full days of training, defining audience, message development, aligning mission and message and refining personal brand through on-camera practice and hands-on coaching from 8:00am to 4:30pm
- Participants come prepared to build a presentation on a relevant business topic. The presentation should be “in the works” and not yet finalized.
- All exercises are recorded by professional videographers (day 2 only) for immediate playback and experiential learning. On-camera, recorded exercises are conducted in breakout sessions.
- Class size is a 4:1 participant to trainer ratio (in breakout). (maximum 12 participants per class)

## **THIS CLASS PROVIDES COACHING AROUND**

- How to build a presentation
- Creating slides that are simple, visual and memorable
- Communicating data heavy or technical messages, which are challenging to consume
- Staying audience centered throughout the presentation
- Presenting to leaders in a relevant and business driven manner
- Engaging and relating to audience's concerns and feelings to get buy in
- Participants will leave with a personalized USB of their training experience (the only copy) and a workbook full of notes, observations, and action items for continued growth

## **ON DAY 1 PARTICIPANTS WILL**

- Get coaching and guidance on how to build a presentation from scratch
- Learn how to define the audience for more targeted, fit-for-purpose presentations
- Determine the mission of the presentation (what should the audience know, feel, and do?)
- Align the mission with the message (craft the Big Idea, learn the "Magic of 3," and collate logic and stories for more meaningful message development)
- Map out the message in an analog fashion using worksheet/templates
- Marry the analog map to the digital resources to build the presentation
- Leave knowing exactly how to build a powerful presentation with streamlined effort

## **DAY 2 IS SPENT ON CAMERA AND GETTING COACHED**

- Work to develop professional brand
- Deliver a strong OPEN to set the stage for success
- Get hands-on coaching throughout to grow delivery skills
- Weave illustrations and examples into the narrative to bring data to life and enhance brand with story telling

- Put a personal touch on professional image
- Close the presentation with a strong ASK to inspire action
- Learn Q&A bridging techniques to stay on message: straight answer, bridging and bridging with empathy