Presenting with Purpose™

Overview

In this workshop, each participant will use an actual business scenario that needs to be presented to his or her own organization or to one in which they are involved. A series of action-learning individual and small group activities are used to help the participant become proficient in the 4 steps of analyzing, planning, applying and measuring the success of the presentation. Proven tools and approaches are provided and practiced for the creation of a professional and compelling presentation. The necessary skills are developed using multiple video recording sessions of each participant to ensure the presentation delivery looks and sounds its absolute best. At the close of the workshop the participant will leave with a 100% completed plan and presentation that can be used in workplace to achieve defined objectives to meet measurable business results.

** This workshop focuses on the understanding and delivering a presentation to your target audience, this is not a PowerPoint creation class.**

Learning Objectives

Upon the successful completion of the course the student will:
- Understand how to design a great presentation
- Identify skills needed to present
- Recognize how to engage the audience
- Deliver a professional presentation
- Complete a high-caliber 2 to 3 minute video for their chosen topic
- Create a feedback system ensure action taken is delivering the needed results
- Develop a plan for action

Course Topics

Key topics covered within the course include:
- Great Presentations Practices
- Cost of Ineffective Presentations
- Presentation Design
- Video Recording - Part 1
- Topic, Audience and Approach
- Video Recording - Part 2
- Delivery Practices and Techniques
- Message, Benefits and Closing Call to Action
- Video Recording - Final
- Defining Success Criteria
- Creating a Feedback and Measurement System