



STRATEGIC PRESENTATIONS

Enhances the way *individuals* present ideas to internal and external audiences to drive specific business results.

Strategic Presentations provides participants The Complete Approach® methodology when preparing, delivering and sustaining their personal and professional communications in formal settings.

PROGRAM GOAL AND OBJECTIVES

Participants will be well organized, audience-focused, confident and persuasive presenting ideas to any audience. Specifically, each participant will be able to:

- Understand the intuitive communication process that helps audiences understand and accept new ideas
- Assess and address audience needs and interests to ensure audience-focused messages
- Incorporate audience-first thinking when organizing and preparing presentations
- Develop and incorporate appropriate visual support to maximize impact
- Develop a Personal Communication Standard that supports listener-focused, consistent and authentic communications
- Identify and practice key vocal and visual behaviors to enhance their presence and credibility
- Create and use questions to stimulate interaction and feedback
- Learn and apply specific techniques in order to maintain control while handling difficult or challenging questions

PROGRAM PRE-WORK

Participants should bring to the program information they need to present, or a previous presentation they have delivered. Participants will use their information to prepare, practice and receive feedback on their presentation.

PROGRAM LOGISTICS

- One-day or two-day program for up to a maximum of 12 participants
- Interactive discussions and individual and group exercises to apply key principles and skills learned to real-life presentation situations
- In-room videotaped feedback and coaching on application of concepts (one- and two-day formats); additional private one-on-one coaching (two-day format)
- Continuous post-program telephone and e-mail support for all participants