



STRATEGIC PRESENTATIONS

PROGRAM OVERVIEW

Participants apply The Complete Approach® Methodology to enhance one's presence through how they prepare for, deliver and sustain their formal presentations to internal and external audiences enabling them to be well-organized, audience-focused, confident and compelling presenters.

PROGRAM GOAL & OBJECTIVES

As a result of participating in the *Strategic Presentations* program, participants will be able to

- Develop an intentional brand to establish accurate impressions and perceptions
- Incorporate a set of strategic communication principles that support all business communications
- Utilize a planning process that helps assess audiences and frames & formats communications to create audience-focused, consistent, explicit and engaging presentations
- Develop and use visual support to communicate ideas and maximize impact
- Incorporate critical vocal and visual behaviors that support Intentional Brand, audience perceptions and authentic communications
- Develop questions to stimulate interactions that create conversations, clarify understanding and promote audience participation
- Demonstrate proficiency in applying the above objectives to a “real-life” presentation situation

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 the content and delivery of the presentation.

PROGRAM LOGISTICS

- One or Two-day instructor-led program based on # of participants; in-person only
- Interactive discussions and individual exercises to apply concepts to real-life presentation situations
- Individual videotaped feedback and coaching on application of concepts
- Continuous post-program telephone and e-mail support for all participants