



Advanced Presentation Skills

Program Overview:

Are you an experienced presenter looking to give your speaking that extra *oomph* to really grab and keep your audience's attention? This program provides an opportunity to further refine skills and learn selected new skills to take presentation power to the next step. Small class size and plenty of practice guarantees customized and focused coaching to improve presentation impact and polish.

Target Audience:

Graduates of the BRODY "Powerful Presentation Skills" course or, within the last few years, a similar comprehensive presentation skills program. This pre-requisite enables the workshop to avoid covering basic topics and to focus on advanced topics and refinement of technique. An alternative for seasoned presenters who may not have been through the training recently is the individual coaching offered by BRODY.

Number of Participants: 6 maximum

Program Length:

1-2 days depending on course topics selected and the number of participants.

Learning Outcomes:

As a result of this training program, participants will be able to ...

- Use stories, examples and other methods to increase audience engagement, understanding and retention
- Deliver high impact introductions and closes
- Develop and use advanced forms of visual aids
- Create effective audience interaction
- Handle unplanned interruptions and challenging audience members
- Increase persuasive power through a strategic use of logos, pathos and ethos techniques



Pre-Work:

Participants are asked to come to class with an existing informative or persuasive presentation of about 6-7 minutes in length.

Course Approach:

Given the advanced nature of this program, there are two unique aspects to the training delivery.

- **Partner Pair-Up:** Each participant is assigned a colleague coaching partner. The pairs will use coaching checklists to provide feedback and help improve their partner's skills in a 30-minute working session after each content segment. The course instructor will also work with each pair.
- **In-depth Topic Mastery; Content and Exercises:** The topics identified below have been found to provide most audiences the greatest opportunity for taking their presentation performance to the next level. A limited number of topics covered in-depth and mastered by participants has been found to be a superior approach to covering more topics superficially. The methodology for the modules involves discussion, demonstration, practice, pair feedback, and instructor coaching

Course Outline:

1. **Participant Project:**
Participants deliver their prepared presentations which are videotaped and reviewed to form a baseline for comparison throughout the course.
2. **Mastering the Persuasive Element**
 - Using more sophisticated preparatory analysis to shape the presentation.
 - Developing and incorporate the elements of logical argument, emotional appeal, and personal/professional credibility to increase persuasive power.
3. **More than Facts and Figures**
 - Using alternative approaches: stories, anecdotes, analogies, examples, quotes and humor
4. **Visuals: Moving Beyond the Standard Bullet Point Slide**
 - Determining how and when to boost the effectiveness of visual aids by incorporating graphics, animation and video into slide presentations
 - Using props such as flipcharts, objects, brochures and reports.



5. Interactive Strategies

- Managing planned and unplanned interactions, including contentious audience members and interruptions
- Team presenting vs. presenting 1-on-1
- Presenting to a small group vs. a large group

6. Participant Project:

The program finale allows each participant to put all that they have learned together in re-presenting their baseline presentation. The presentations are videotaped and presenters receive feedback.

Materials Include:

Participant manual, presentation planning pad, digital video recording, and BRODY publication *Speaking is an Audience-Centered Sport* and “Effective Presentation Skills”

Continued Development For Sustained Results:

Add one or both follow-up options to guarantee lasting impact of your training investment.

Group Webinar

To maximize retention of classroom principles, participants can take part in a follow-up webinar. Following the live training, the webinar will be available on two separate dates, selected by the client. This custom webinar allows participants to gain techniques in topics not covered in the training program or go in-depth on subjects of interest for the group. Possible topics include: preparing to present, handling the Q&A, facilitating discussion, taking ownership of the slide presentation, and persuasive speaking.

Individual Speaker Coaching (via phone/email or webcast)

30 minutes of one-on-one coaching with each participant within 90 days of the training, will reinforce the training, preparing individuals for an upcoming presentation, speaking up at meetings, or getting them ready for impromptu speaking situations.



Course Tailoring:

This program can be tailored to meet specific corporate and participant needs, including the following:

- Inclusion of company or team-specific presentation topics, content and format
- Realignment of course content to better support your critical learning outcomes
- Adjustment of course duration to meet your time constraints