

BEYOND PRESENTATION SKILLS

2 Days

This programme will challenge and push even the most skilful of presenters to raise their ability. You will leave with the skills to transform your commercial communications!

No matter what your personal approach to leadership is, the need to speak in a clear and compelling way remains at the heart of engaging teams. Sadly, all too often our corporate communications are focused on delivering slides and discussing technical performance rather than how effectively we connect with the people we talk to. The result is that much of the effort we put into the communication is wasted because the critical messages are lost, unclear or perhaps forgotten.

There is a strong movement in leadership now, towards creating a narrative in the structure of business presentations that sells the commercial context to the audience without the typical 'weight' of normal management presentations. Using techniques such as storytelling, analogy, evidence, personal examples and humour we can create more memorable and impactful presentations. In addition, by revealing more of our personal passion, conviction and belief we become more charismatic and inspiring for those we speak to.

This programme is delivered by two trainers using a video camera to film your presentations and give you private 1:1 coaching. More than 50% of the programme is dedicated to practice, giving you the opportunity to try out techniques in a safe environment so that you can get comfortable and confident with your new skills. The practice exercises are coached intensively and recorded for private review in order to reinforce retention and application of the learned skills.

Objectives:

- » Discuss the most common communication failures in leadership
- » Truly transform dry content into engaging communication
- » Discover four new methods of presenting corporate messages
- » Get direct and challenging 1:1 feedback on your presentation style
- » Powerfully engage employees with organisational strategy & change

Suitable for meeting facilitators, business leaders and trainers

About the Programme

This programme is written by renowned speaker Chris Atkinson based on the the philosophy and content of his book '*Corporate Energy: How to Engage and Inspire Audiences*'. The book is available from all major retailers in both print and ebook editions, published by New Leadership Press.

www.corporate-energy-book.com

