

Advanced Presentation Skills



Advanced Presentation Skills is specialized, highly interactive training for presenters who want to take their skills to a new level. It gives presenters an opportunity to hone their presenting techniques so they knock a home run with every audience. Each participant is coached to identify his or her most natural and effective delivery style. Multiple interactive mechanisms are used for instruction, practice and feedback, including the extensive use of videotape for demonstration and coaching. Each two-day class is limited to six participants and utilizes up to two trainers to ensure a high level of training proficiency.

Advanced Presentation Skills focuses on six critical areas.

1. Finding your style and exploiting it

Everyone has a presenting style that can put them “in the zone” but most presenters do not know what it is. Finding your style is critical because it makes you comfortable and a more effective presenter. It’s the most important factor in connecting with people and forging trust-based relationships.

Connecting with the audience should be a priority for every presenter because the lack of a connection means you will not get your message or your point across. Contrary to what some think, the way you say something is even more important than what you say. That doesn’t mean what you say is not important, because it is. But unless you make a strong connection, most people in the audience will not hear what you say.

In Advanced Presentation Skills you’ll learn two things to help you identify your style and exploit it:

- *Identify the disruptive and distracting behaviors* that are preventing you from building a high level of trust with people and connecting strongly with them. There are seven major Disconnects. It’s not a matter of whether you have Disconnects; it’s a matter of becoming aware of which ones you exhibit most and knowing how to avoid the damage they cause in the future.
- *Learn to use eight Connection Skills* that can help you get your audience’s attention and keep it. These are the skills you can use with every audience to make sure they get your point and remember it.

2. What you say is important, too

What you say is what the audience takes away. We will help you make sure your messages are on target, reach the hearts and minds of listeners, and accomplish your objectives.

Four of the ways we do that are:

- *S.H.A.P.E. your message.* Facts are important, but integrating S.H.A.P.E.s into your presentation ensures that you pene-

trate people's minds and drive your message deep into their brains.

- *Show you how to use props effectively.* Props are among the most effective, but underutilized, devices for connecting with audiences. Even simple props can have a powerful effect. Props make a lasting impression and make it easier for an audience to remember you and your message.
- *Show you how to use humor effectively and appropriately.* Humor can loosen up an audience and help people learn, but fewer than two-percent of presenters can effectively tell jokes. We teach you how to inject humor into presentations without telling jokes.
- *Teach you how to transition smoothly from point to point.* Without transitions, presentations are little more than strings of words and facts. Transitions are verbal bridges you can use to connect thoughts and make sense of what you say. Transitions are among the most challenging techniques for most presenters.

3. Overcoming obstacles and interruptions

In a perfect world, everything goes smoothly. In the real world, however, presenters face all kinds of obstacles, interruptions and challenges. It's not a matter of *if* they will occur, It's a matter of *when*, and being prepared to deal with them. We demonstrate many of the problems presenters routinely encounter and show how to overcome them.

Some of the problem areas we cover include:

- *Room and seating arrangements.* Where people sit and how a room is arranged can have a huge impact on meeting outcomes. We show you which ones work, which ones

don't, and how to live with what you're dealt.

- *Obstacles that make presenters want to give up.* What do you do when the 30 minutes you were promised suddenly is sliced to 10 minutes? Or the projector you expected to use is locked away in a storage room? Never fear, there is a solution for every obstacle.
- *Interruptions that leave lesser presenters speechless.* Power cords come unplugged, computers freeze up, cell phones ring, and rooms go dark without warning. We show you how to handle interruptions without losing your cool.

4. Saying a lot without saying anything

Non-verbals constitute the least understood communication channel, yet they are the most powerful. We show you how to recognize non-verbal cues others give while training you to send cues of your own that demonstrate sincerity, build trust and reinforce your message.

Non-verbals are like two sides of the same coin:

- *Reading the other person's body language* lets you know what he is really thinking. It's critical information because people don't always mean what they say or say what they mean. Knowing the difference can be a deal maker or a deal breaker.
- *Sending the right non-verbals can help clinch the deal.* Presenters are constantly sending non-verbal signals that either confirm or conflict with what they say. We help you make sure your non-verbals confirm and agree with what you say. That makes your message stronger, alleviates doubt and lessens the potential for confusion.

5. Making “add-ons” a powerful part of your presentations

“Leave nothing to chance” is a great motto for presenters. What some people think are little things actually can have powerful consequences when making a presentation.

We show you how to turn three of these “little things” into powerful and effective parts of your presentations. They are:

- *Multimedia*. Up to 80 percent of presenters either misuse multimedia or use poorly designed multimedia. Used correctly, multimedia can have a powerful effect on audiences; used improperly, it can actually detract from a presentation.
- *Promotional materials*. Companies spend millions of dollars on promotional materials, only to see them improperly used. We’ll show you how to use them properly.
- *Q&As*. Presenters who merely tack question and answer times onto the tail end of a presentation are missing a great opportunity to teach and reinforce their message. We’ll show you how use Q&A time effectively.

6. Lasting change

Advanced Presentation Skills only lasts for two days but the effects can last a lifetime. We show you three ways to keep sharpening your skills and growing as a presenter:

- *The Speaker’s Checklist*—don’t leave home without it. We give you a checklist you can use to make sure you’re prepared for every

presentation. It’s comprehensive, practical and leaves little to chance.

- *Crystalizing your goals to become a top presenter*. Setting reasonable goals and developing practical action plans are indispensable for presenters who want to move to the front of the class.
- *Making feedback your friend*. Getting good feedback is the key to growing both personally and professionally. We demonstrate multiple ways to get meaningful feedback and show you effective ways to use them.

Advanced Presentation Skills Takeaways

- Discover your most natural and effective presenting style
- Learn the difference between connecting and communicating
- Know how to connect with all types of audiences
- Learn how to open and close presentations for maximum audience impact
- Discover ways to S.H.A.P.E. your presentations so audiences get and remember your point
- Know how to use non-verbals to your advantage
- Learn to make multimedia work for you, not against you
- Know how to effectively use promotional materials and Q&A times

Communicate to Connect is a solutions-oriented provider of coaching and training for executives and staff in the financial industry. Steve Craver is the founder and President. Steve Williams is the Creative Director.



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