



Everyone in business presents. Whether you are a sales pro presenting to your external customers or a leader seeking to influence your internal customers, presenting to a group of two or an arena of thousands, your ability to deliver a persuasive presentation is a fundamental requirement. Being *Clear*, *Concise*

and *Compelling* can make the difference between success and failure, a sale or rejection, a worthwhile conference or a waste of time. The UPFRONT workshop will immediately impact your ability to influence any audience to take action.

## Why UPFRONT?

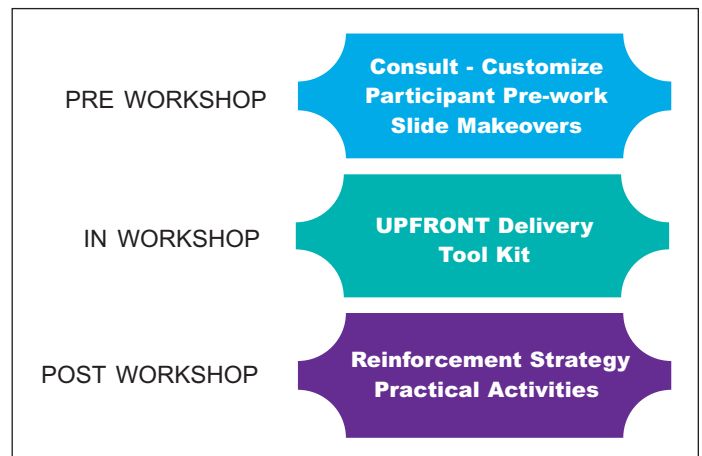
You work on *your* presentation as you are guided through the skills of preparation, construction and delivery. Multiple video shoots (allowing you to make “real time” adjustments in class) coupled with an extraordinary level of “personalised behavioural coaching” assures you see immediate results in two days. And because every human being is unique we show you how to incorporate your individual style to assure your personal stamp on every presentation.

You will:

- Master the ability to engage your audience, bring your content to life and close with commitment.
- Use the UPFRONT Presentation Planner to efficiently prepare and organize content for greater clarity and influence
- Learn techniques to overcome nerves while projecting confidence and credibility.
- Incorporate verbal and non-verbal skills that create commanding impact.
- Elevate your competence and confidence through multiple rehearsals of your real-world presentations.
- Learn techniques to integrate visuals that enhance, not diminish, the impact of your presentation.
- Take home immediate ‘before and after’ video footage to sustain your learning.

## Our Approach

Sustained behavioural change is a process. Studies continue to demonstrate that what happens prior to, and following training, has the greatest impact on the application, sustainment and ultimately results of your training investment.



### Pre Workshop - Consult and Customize

We interview program participants and key leaders to assure our understanding of your business goals, developmental interests and personal aspirations. We then develop the relevant participant pre-work to assure each learner is fully prepared, and we tailor the workshop to fulfill your learning goals and incorporate relevant examples.

### In Workshop - Deliver

In the UPFRONT “practice-rich” learning environment participants have multiple opportunities to practice their work-related presentation. We video record rehearsals, provide immediate group feedback and extensive personalized coaching. We align and adapt the program to each participant’s style to optimize natural talents and eliminate distracting behaviours.

### Post Workshop - Reinforce

We assist you in developing a post-session strategy that reinforces the learning and assures you perform according to desired behaviours. Examples include management and self directed activities, content and delivery coaching, video recorded rehearsals, and slide deck reviews.

## OUTCOMES BY MODULE

Key learnings ...	Presenters will ...
<p><b>Real World Presentation Practice (three videos)</b> Incorporates peer feedback, one on one personalized behavioural coaching and immediate opportunity to privately view and progressively learn from each video shoot.</p> <p><b>#1 Video - Baseline:</b> Two minute presentation establishes baseline and self-awareness.</p> <p><b>#2 Video - One on one coaching:</b> Behaviour modification integrating structure and delivery.</p> <p><b>#3 Video - Final:</b> Pulling it all together.</p>	<p>Be self-aware, rather than self-conscious during presentations. Build on strengths and modify ineffective behaviours. Cultivate polished and powerful body/gestures/vocal attributes.</p> <p>Deliver presentations with professionalism, authority and confidence.</p>
<p><b>Integrating Visual Aids</b> Present visuals to enhance your message and engage the audience. Learn where to stand and where to look. Guidelines for designing effective visuals including before and after slide makeovers.</p>	<p>Avoid the trap of power point dependence, overuse and reading slides. Use visual aids effectively to support, clarify and emphasize points.</p>
<p><b>Groundwork</b> Use self-management techniques to overcome fear and feel more confident. Prepare and structure a persuasive presentation. Design the presentation to address the specific audience needs/questions.</p>	<p>Use the presentation planning tool and method to consistently produce impactful results. Be confident and prepared while assuring relevance to the audience.</p>
<p><b>Delivery Skills</b> Use voice, gestures, body, and eye contact to enhance, rather than undermine, your presentation.</p>	<p>Project credibility and confidence. Create impact with words, vocal tone and body language.</p>
<p><b>Elements of Structure</b> <b>Engage (Opening):</b> Effectively and quickly engage the audience with a captivating opener, a focused agenda and clear expectations.</p> <p><b>Develop (Body):</b> Deliver a clear, concise, compelling message using persuasive elements. Connect key points to audience needs. Use transitions for logical flow.</p> <p><b>Close (Close):</b> Summarize key points for audience retention, ask for action, and captivate the audience with a powerful close.</p>	<p>Capture audience interest and willingness to listen in the first moments of the presentation.</p> <p>Bring the presentation to life with clarity, impact and memorable messages.</p> <p>Effectively deliver a powerful close that compels the audience to take action and agree on next steps.</p>
<p><b>Handling Questions &amp; Answers</b> Learn the 'P.A.U.S.E.' technique to respond to common and challenging questions.</p>	<p>Remain focused, confident and calm during Q &amp; A period. Respond with clarity.</p>

### Participant Materials and Reinforcement Tools

Participants are equipped with tools to sustain their skills back to the workplace.

- Content rich participant manual
- Electronic presentation planner
- Quick planner
- Job aid
- Resource list

### Session Length

Two days face to face workshop

Workshop can be modularized into half-day or one-day versions

Optional delivery format - two hour webinar modules

### Who will Benefit?

- Executives facilitating strategy sessions
- Managers influencing multi-level roles
- Sales people delivering presentations
- Technical experts presenting their 'science'

### Event Specific Customization

*This offering can be customized to reflect your business environment and priorities, and integrated with your sales process and conferences. It can be configured for team presentations or one on one executive coaching.*