



Partners in
Performance

UPFRONT-Persuasion through Presentation

UPFRONT

Persuasion Through Presentation

In today's complex business environment, the ability to deliver a persuasive presentation to internal or external customers has become a fundamental requirement. Persuasive presentations that are Clear, Concise and Compelling differentiate you from

the competition and make the difference between success and failure, a sale or rejection, a worthwhile conference or a waste of time. UPFRONT Persuasion Through Presentation (UPFRONT) is a hands-on, results-oriented workshop that will immediately impact your ability to effectively influence any audience to take action.

You will learn to prepare, construct and deliver presentations with professionalism, authenticity and confidence.

Presentation Flow



There is a natural flow to the design, (*preparation/ groundwork, open/ engage, body/ develop, and close*) yet within each section, participants are free to build a presentation that reflects their own style.

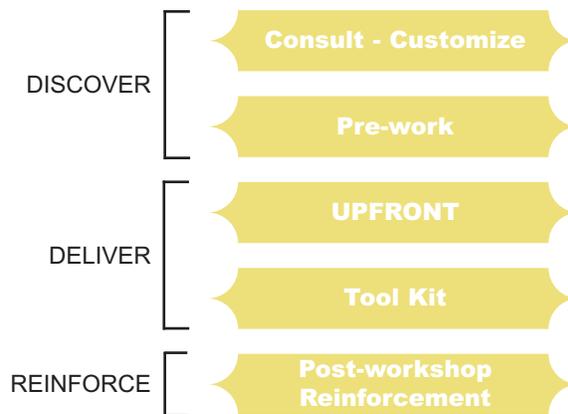
UPFRONT's Unique Value

With a balanced design that integrates the skills of preparation and construction with delivery, the workshop includes:

- Techniques to self-manage fears and nerves
- A presentation planning tool for efficient content preparation and organization
- Verbal and non-verbal skills of influence
- Immediate 'before and after' changes on video
- Multiple rehearsals of selected real-time business presentations - people learn by doing
- Multiple feedback loops to create awareness and foster effective changes in behaviour
- Techniques to integrate visual aids seamlessly

Our Approach

Discover: We gather relevant information from your key leaders and program participants and when grounded in your business goals and development needs, we tailor the workshop to fulfill your learning goals, incorporate relevant examples and 'speak your language.'



Deliver (workshop experience): UPFRONT is a powerful and practice-rich two-day workshop. Participants learn techniques to develop real time content and have multiple opportunities to practice their work-related presentation. Rehearsals are video recorded and immediate group feedback is provided as well as one-on-one private coaching. The program adapts to the style of each participant to optimize natural talents and eliminate distracting behaviours.

Reinforce Phase (post-workshop reinforcement and coaching): We help you tailor a post-session strategy to reinforce the workshop learning and ensure your people *perform* according to desired behaviours. Examples include management directed activities, coaching, video recorded rehearsals and slide deck reviews.

OUTCOMES BY MODULE

Modules: key learnings are...	Presenters will be able to...
<p>Integrating Visual Aids How to improve the use of visual aids to enhance retention of information and engage the audience. Includes slide design principles and tips for creating effective visuals. How to present using slides and integrate into your delivery.</p>	Avoid the trap of power point dependence, overuse and reading slides. Use visual aids effectively to support, clarify, and emphasize points.
<p>Groundwork How to learn self management techniques to overcome fear and feel more comfortable. How to prepare and structure a message in a persuasive presentation. How to design the presentation for audience needs and questions..</p>	Be thoroughly and systematically prepared for key presentations and have the ability to create relevance for your audience.
<p>Delivery Skills How to use one's voice, movement, and eye contact to enhance, rather than undermine, a presentation. How to project credibility and confidence.</p>	Be self-aware, rather than self-conscious during presentations. Use non-verbal behaviour that will make you interesting and compelling.
<p>Engage How to effectively and efficiently engage the audience with a captivating opening, a clear agenda, and a call to action.</p>	Capture audience interest and willingness to listen in the first moments of the presentation.
<p>Develop How to deliver a clear, concise, compelling message using persuasive elements. How to connect key points with audience interest, and how to transition between them.</p>	Deliver key messages clearly, effectively and retain audience attention.
<p>Close How to summarize key points for optimum retention, call for audience action, and captivate the audience with a powerful close.</p>	Effectively deliver a powerful close to a persuasive message with clear next steps.
<p>Questions & Answers How to stay focused and calm during question period.</p>	Use the P.A.U.S.E. technique to respond to questions with clarity and confidence.

Participant Materials and Reinforcement Tools

Participants are equipped with tools to transfer skill back to the workplace.

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

Session Length

Two days - Full workshop

Workshop can be modularized into half-day or one-day versions and can be delivered in webinar format.

Who will Benefit?

- Sales people - advocating client solutions
- Sales people - capability presentations
- Managers influencing roles
- Executives facilitating strategy sessions
- Application engineers and technical presenters

Event Specific Customization

This offering like all others from Partners in Performance 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, web casts, teleconferences or in-person presentations.