

# INFLUENTIAL **PRESENTATIONS**

*Stimulate  
and motivate  
with speaker  
excellence*

**B**eyond the ability to provide a compelling message, lies an even more essential need ... that of presenting oneself with confidence, conviction and passion. A memorable presentation relies on the speaker's ability to convey a powerful message in ways which are dynamic and persuasive.

Our **Influential Presentations** course explores both aspects of successful presentations ... that of the message-content as well as critical aspects of speaker effectiveness. Far too often, presentations are prepared and polished in ways which emphasize content alone. Many times, the power of the message is then lost as a result of speaker mediocrity ... a delivery style lacking in authenticity, enthusiasm, and commitment.

Our highly interactive training enables participants to consider their own perceived speaker authenticity, as well as determine ways in which to create, build or enhance it. In addition, we provide tips to enable the speaker:

- To manage the anxiety associated with public speaking by understanding the factors which create it, and mastering the components to alleviate it.
- To convey professional body language and communicate with competence.
- To present self with confidence, passion and contagious energy.

Throughout the program, participants explore ways in which to influence, persuade and motivate the audience. We also identify a number of critical skills used to involve the audience, as well as effectively connect with them. In addition, four important factors are identified which enable the speaker to provide a compelling message with lasting audience retention.

A highly successful component of the **Influential Presentations** training is to provide participants an opportunity to review their performance through the use of videotaping. Upon playback, participants are given ample opportunity for self-assessment, peer feedback and instructor coaching. This use of videotaping enables participants to see themselves exactly as others see them. This becomes the heart of the program, spawning unusually rapid growth and development on the part of the attendee.