

## **Extreme Presentation Skills - Two Day Workshop**

### **Presentation or Communications Skills?**

Although this white paper appears to focus on Presentation Skills, the reality is that presentations are one major class of persuasive communications.

In reality, almost any communication in a business context, should represent a persuasive communication. Aside from a 'coffee machine' chat, conversations and meetings should be aimed at persuading clients and/or internal stakeholders to a particular point of view.

Experience shows it is easier to start from the particular, to introduce the techniques of *Persuasive Communications* from the viewpoint of presentations, and show how to apply these to the broader horizon.

### **A Brief Perspective on Successful Businesses**

A business will only succeed if its products and services are valued by its clients, and it can retain and develop its client relationship. Equally, a manager will only succeed when they can persuade and motivate their staff colleagues, their peers and their own managers.

Products and services must be first class. But while essential, the quality of products and services by itself, is not enough. Management skills must also be of the highest levels, but competence is not enough.

The other parties, be they external client, or within the organisation, must be *persuaded*; persuasion relies on communications skills.

This is particularly important at the start of an external relationship, or the launch of a new product or project.



An example: Today, a new iPhone model will sell itself.

However, an iPhone 1 would never have been created but for Steve Jobs efforts at persuading investors and potential customers, at presentations and events. Persuading Apple's own board, designers and engineers was no less challenging.

While many believe that Steve Jobs was a 'Natural', nothing could be further from the truth, as can be seen in early video clips of him in action.

Another example: An internal re-organisation project.

Unless the stakeholders can be persuaded of the benefits, then there will be, at best grudging acceptance – at worst, guerrilla tactics.

All the great persuaders, be they Politicians or Businessmen, only became great persuaders because they learned, applied and perfected their craft.

All successful businesses need effective communicators with the necessary persuasive communication skills. Extensive research shows that few businesses have such resources in place, leading to many lost opportunities.

At EPS Comms Limited, we have studied great speakers to analyse and understand the secrets of their success. We have developed powerful insights, methods and training, to help clients create and deliver persuasive communications.

Through Extreme Presentation Skills, our clients win more Sales Pitches and Beauty Parades. Managers become more effective.

Our candidates use the same techniques successfully applied by great speakers, including Obama, Churchill and Martin Luther King.

Our candidates have the persuasive skills, and they can scale them to apply them to large events, to smaller boardroom presentations, to team events, right down to one-to-ones.

As well as applying these skills with their clients, our candidates significantly enhance their ability to lead, motivate and inspire their teams who deliver, and in their turn are fundamental in retaining/developing their existing clients and teams.

In summary, successful businesses are led by excellent persuaders and communicators.

## Scope

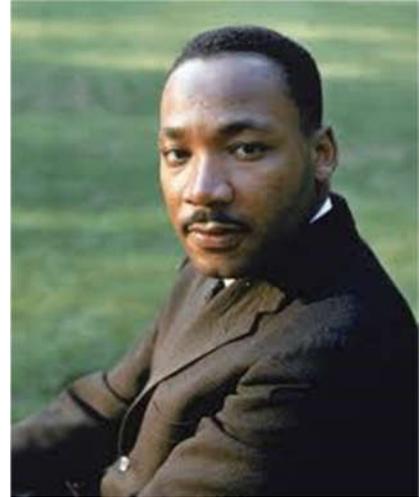
Persuasive skills are essential, not only for business success, but also for individuals' career development.

We design and deliver highly effective workshop-based courses to build communications skills, which can then be applied to:

- Internal or External Presentations at all levels and sizes
- Motivational Sales Conferences
- One-to-one Influencing sessions and Team meetings
- Developing Impact and Leadership

Our workshops coach you in **Extreme Presentation Skills (EPS)** which will take you far beyond the conventional techniques of "Advanced Presentations". We help you to understand and develop the key physical techniques, structure and rhetoric applied by charismatic speakers and managers.

When you apply these skills in the work-place your impact and 'presence' will be greatly enhanced, and *all* your communications will become more effective.

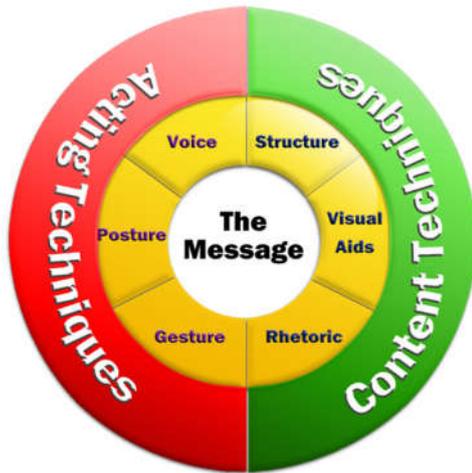


## Aims and Approach of EPS Workshops

The workshops are designed to introduce you to the techniques, and allow you to practise and apply them to create compelling content, superb presentation delivery, and persuasive internal communications.

We assume you have assembled the information, the business facts and figures for your message.

Then, only 2 things matter: **What** you say and **How** you say it.



We classify the *what* as **Content Techniques** and the *how* as **Acting Techniques**.

In confidential workshops, the starting point is an in-depth analysis, diagnosis and appraisal of your current presentation and communication techniques. We look at *what* you say and *how* you say it. Then we identify a personal programme of improvement, and help you with an action plan.

While you are the expert on the business facts and figures, we focus on *content* techniques and *acting* techniques. Content techniques is about structure, rhetoric and visual aids. We do not try to turn you into an actor, but we do coach techniques to enhance the effective use of voice and body language.

## Course Objectives

By the end of our workshop based course you will:

- Appreciate how great speakers capture and maintain audience interest
- Understand how to prepare a superb presentation making best use of presentation tools, and then put the skills into practice
- Understand how to prepare excellent communication sessions, applying the persuasive techniques, and again, put the skills into practice
- Practise voice, movement and language to project powerful personal images
- Identify a personal programme of work to reinforce lessons learned

## Style

In confidential, high intensity, workshop sessions you will be stretched and challenged to improve your presentation content, improve your persuasive skills, and improve your delivery skills.

A professional actor will coach you in voice projection, body language and movement. An expert presenter, will guide you on content structure, rhetoric and visual aids.

The number of candidates is small, supported by 2 trainers. We limit the maximum number to ensure intensity and quality.

Video is used throughout, both for historic footage of great speakers, but equally importantly, to see your progress in action. We use this for constant, honest feedback to assess your current competence and to diagnose potential needs.

Instant video feedback lets you see how others see you. But video also shows your continuous and dramatic improvements as the day progresses, which is very motivating.

We do not mix candidates from different organisations.

### Timing

Our workshop requires 2 days. The 2 workshop sessions are separated by a few weeks to allow the training to sink in. Set 'Homework' comprising vocal and physical exercises, viewing and reading, supplement the workshops, and help consolidate your achievements.

Shortly after each workshop we provide videos of the day and upload these for personal review.

### Pre-Work

We try to meet you beforehand to explain our approach in more detail. Otherwise we arrange a phone conversation.

You should bring along a presentation prepared in your current style. This should be an important one which you have given previously, or one which you plan to give in future.

### Workshop Contents

<b><u>Day 1: Extreme Presentation Skills Level 1</u></b>	<b><u>Day 2: Extreme Presentation Skills Level 2</u></b>
<ul style="list-style-type: none"><li>• Introductions, aims and objectives</li><li>• Your prepared presentation, video review and diagnosis</li><li>• View and analyse Great Speakers and their Stagecraft</li><li>• Lessons and Personal Action Plans</li><li>• Coach voice and movement, and impact techniques</li><li>• Practice exercises, and video review</li><li>• Resources, reading lists, exercises</li><li>• Review of Day 1 and "Set Homework"</li></ul>	<ul style="list-style-type: none"><li>• Day 2 aims and objectives</li><li>• Video review of "Homework"</li><li>• Deliver modified presentation</li><li>• Before and After video comparisons</li><li>• Advanced voice and movement exercises</li><li>• Practice exercises, and video review</li><li>• Review Personal Action Plans</li><li>• Review of Day 2</li></ul>

### Our Promise and Guarantee

Respecting the important commitment of your time and resources, we provide frank, instant and open feedback on your needs and your performance.

In the workshops we push you and stretch you as far as we possibly can. We set exercises designed to increase vocal range and which work with the muscles associated with breathing and voice control. We do, however, rely on your feedback if we push too hard!

While the workshop days will be challenging, the outcome will be dramatic. You will be amazed at the improvements you can make, and you will be delighted with the results you can achieve as you develop and apply Extreme Presentation Skills.

We guarantee 100% satisfaction. Should you, or your candidates, be dissatisfied, for any reason, we will not invoice you.