



Win Your Presentation



Coaching - Consulting - Creating

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Win Your Presentations

An impactful presentation can be a major force in selling a product, service or an idea. They can launch successful ventures and help move projects, and even companies, forward. Presentations are one of the most common business communication tools, yet most business professionals have little to no training in modern presentation design/delivery. Great presentation skills can give a company or an individual, a “competitive advantage”.

All business presentations share a single objective - to influence decisions. But they can only do this if the decision makers remember the main message of the presentation at decision making time.

Modern presentation design/delivery techniques put you in a position to “win” your presentation. Winning your presentation means making an impact, having your message remembered...especially at crunch time.

Win Your Presentation Webinar Series goals

The main objective of this series is to help you modernize how you create and deliver modern sales presentations.

The goals of the program are:

- To provide you with knowledge on modern presentation theory and techniques
- To equip you with the basic skills you need to get the most impact from your presentations. Moving you away from lecturing and towards engaged communication.
- To build a foundation of communication skills that can be transferred to other key communication situations e.g. demonstrations.

The Win Your Presentation Webinar Series

Win Your Presentation is focused on helping you create and deliver focused, interesting and above all else, memorable presentations.

The series includes 6 webinars (45-60 mins each) with optional one-on-one coaching sessions.

The webinars review key components from the 4 groups of modern presentation design elements: Structural, Visual, Emotional and Theatrical.



Session 1: Over the bar backwards – changing your style

Most salespeople give “sales lectures”. This session covers the reasons why you need to change your style from traditional lecture to modern presentation.

The session is designed to get you up to speed on the concepts behind modern presentation design and delivery. It also answers why most people don't change their style. It covers things like:

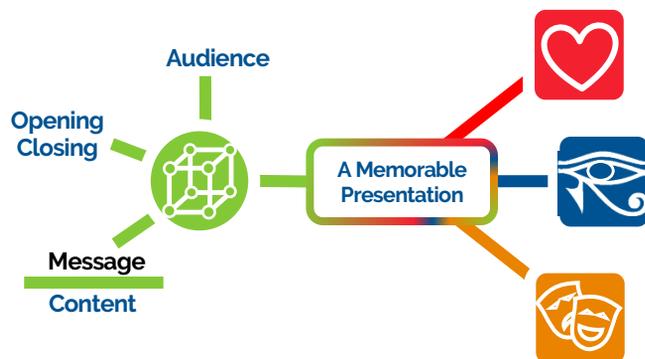
- What is a presentation and why are you giving it?
- Roadblocks to effective presentations: Dunning Kruger and beyond
- The A to B problem
- Intro to creating impactful content - the 4 groups of presentation design elements:

Structural

Visual

Emotional

Theatrical





Session 2: Form Follows Function - The Structural Elements

The first phase of presentation design starts with developing a structure. A structured presentation is easier for an audience to follow and remember. Modern presentation design is based on the concept of delivering a clear concise message to the target audience. Poorly structured presentations are very difficult for audiences to follow, and any message gets lost. As I like to say... you win your presentation by design. The basic structure of a modern presentation is;

Opening – Message – Content - Closing



Sessions 3 & 4: The Visual Elements

Presentation visuals (usually in the form of slides), perform 5 functions: information, amplification, clarification, navigation and decoration. Most business professionals have little or no training on the visual design concepts that go into creating impactful presentation visuals

Session 3 - **Creating the Visual Experience** - 5 functions of presentation visuals

Session 4 – **Fun with Slides!** - Key graphic design concepts



Session 5: The Secret Sauce - The Emotional Elements

Emotion is the 'secret sauce' for getting your message across; it is one of the keys to turning an information dump into a persuasive engaging presentation. We often say sales and marketing is all about capturing hearts and minds. Many presenters work hard at the mind part but do little to speak to people's hearts, even though they know decision-making has a large emotional component.



Sessions 6: From Stage & Screen - The Theatrical Elements

Impactful presentations utilize some elements from the world of theater. These include things that we often classify under the subject of presentation delivery. I divide these elements into three broad concepts: Preparation, Performance and Presence. The differences in preparation for in-person and online presentations will also be discussed.



Win Your Presentation for Sales Pros

- 6 webinars (45 mins each)
- *50 page Win Your Presentation E – Book*
- **Optional one-on-one coaching services**

Contact me for more information.

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This document was created in PowerPoint using a methodology called *SlideDocs*.