

# Powerful Persuasive Presentations

## 4-Step Training for Subject Matter Experts: Like Investment Fund SMEs

Today's organizations are built on information. Presentations are a major source of passing vital information between people so they can make better and more informed decisions. Presentations may take the form of face-to-face, PowerPoints, conference calls, or videoconference events. This program gives performers and Subject Matter Experts, the tools they need to sharpen their presentation skills by being audience-focused and persuasive in terms of meeting the participants' needs.

### Who Should Attend?

This workshop is designed for SMEs who present business information, often using PowerPoint presentations face to face, on conference calls, or through videoconferencing.

Regardless of your experience, you'll appreciate the strategies and tools for improving your presentations and delivery methods so you'll get your desired results. As well, learn how to present so anyone can get the key messages.

### What You'll Learn?

- Set the right tone to build engagement within participants
- Practice using a model to plan and organize your thoughts
- Extract audience needs to target your focus and achieve buy-in
- Craft short pieces of information that are brief and to the point
- Learn methods for simplifying complex information
- Develop headings that are direct, intuitive and engaging
- Match-up presentations for your target audience
- **Practice 3 Strategies** that deliver Content Retention and Influence
- Provide organized flow



### How You'll Benefit?

Improving your business presentation skills means you'll experience higher audience engagement, be heard and understood. Better still, your audience will be more willing to approve your recommendations due to an effective delivery method, logical organization and simplicity.

### What's Our Instructional Approach?

Our experiential workshops provide participants with an opportunity to learn by using their own real work samples. Participants will spend time in class receiving feedback, both from peers and from the program facilitator. Each participant will receive coaching feedback during and after the workshop.

### What's Our Delivery Format?

**Step 1:** Pre-work sample selection and preparation audio

**Step 2:** Full-day workshop

**Step 3:** On-the-Job application work

**Step 4:** Post-workshop, participants may submit samples for comment and feedback.

**Included:** Pre-workshop customized audio, post-workshop recap audio support and soft copy templates.