

BUILDING POWERFUL PRESENTATIONS™

NEW The Digital Masterclass

The move to a far more digital approach to communication has forced the need to change the way we present. People are incredibly time poor; and if you don't deliver the message in an engaging way they will intellectually disconnect. They won't ponder what you said: if they don't 'get it' easily, they will just move on.

To overcome this, you need to deliver your presentation using what we call "an audience focused approach".

At PowerfulPoints we have created a proven system that helps you identify what the audience needs to hear (not what you want to tell them), and then craft it into a form that makes it effective. The outcome is a relevant, engaging presentation that you can develop quickly and powerfully to get the results you want.

Our short and sharp digital "Building PowerfulPresentations" program is delivered over **2 x 2.5 hours training sessions** plus **1x hour coaching session** via the web, to help you do these things.

The program is divided into the '4 Pillars' of effective presentations to enable you to:

- 1 Identify** the correct content for your presentation by aligning it with the appropriate outcome.
- 2 Structure** your material so it supports an engaging story, not just a series of facts.
- 3 Craft** your content so key messages are delivered powerfully and in an engaging way.
- 4 Keep slides clear** of unnecessary content by understanding what content to include on them and what to leave out.

Get far better results from your presentations, whether delivered digitally, or in person.

It is recommended the first 2 sessions are done within a week (2 weeks max) of each other, and the last session 3 – 4 weeks later, to give you a chance to implement your learning and get feedback from your audiences and colleagues.

Each session is self-contained but fits into an overall structure that delivers the learning outcomes holistically. Its flexible structure allows participants to access it from home, or the office; anywhere that you wish, to help maintain social distancing requirements.

Session structures are as follows:

- a Session 1 Content & Structure:** Identify the information that is important to your audience so your presentation is engaging and relevant.
- b Session 2 Crafting your message:** Take your content and deliver the key messages clearly and convincingly. Say goodbye to text and data-heavy slides.
- c Session 3 Implementation:** This is a follow up session to embed the learning and deal with the challenges you are facing with applying the techniques you have learnt.

Take advantage of the great opportunity to get your people skilled up and driving your business forward. Speak to your Account Manager today!



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