

Presentation Skills

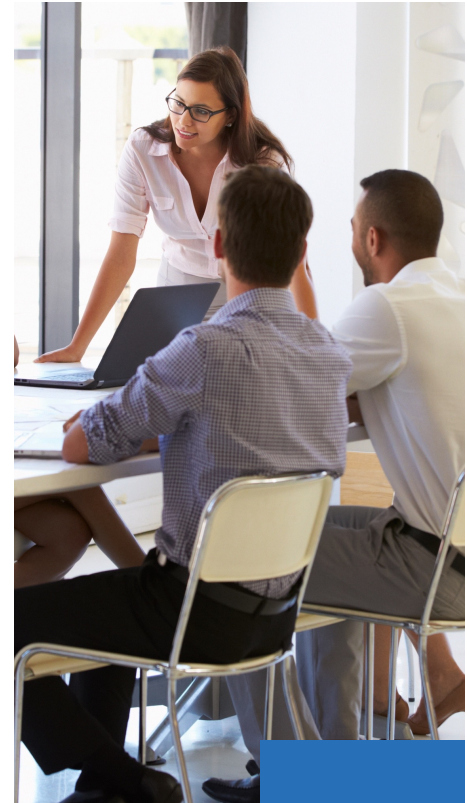
Wholebrain presenting program

Presenting is one of the most important ways to build your personal and company brand. It's one of the key ways we interface with our clients, partners, peers and stakeholders.

Some presenters are able to create excitement, energy and action. Other presenters struggle to keep us from falling asleep. So, what are the keys to great presentations? And how does this specifically apply to Marketing and Media professionals - who are often presenting detailed recommendations?

In this workshop, led by a highly-experienced Marketing / Media professional (turned trainer), we look at the psychology of presentations: how does the audience experience your presentation? How can you maximize their engagement, and your influence, by understanding how to connect with their left and right brain? We call this Wholebrain presenting. This science-backed framework allows us to help you build the tools to present powerfully. We conduct a pre-workshop survey to tailor content to your needs. A typical workshop would focus on 4 core skills:

- Keep your audience engaged from start to finish
- Build trust and credibility and get the result you want
- Quickly plan and build compelling presentations through the use of narrative structure
- Understand and manage your 2 major sources of nerves



How The Program Runs

This centres on a one-day workshop which culminates with participants doing a real presentation at the end of the workshop to their CEO or senior managers on a set topic, for example: "what one thing would you change about our company?" *Below we illustrate the one-day workshop typical content. For delivery options, including our Diamond program with pre & post 360 feedback reports & group coaching, see page 3.*

Pre-work

We have participants fill out a survey on their needs and we use this to adjust the focus of the session. We also have them come up with their one idea to change the company in advance.

From A...The first presentation

Within the first 15 minutes of the day we have them make their first presentation, and film themselves. That way they establish a baseline and get immediate feedback.

To B....The final presentation

At the end of the day, we have senior managers join to see the improvements the participants have made. Each has 3 minutes to tell the story of their idea to change the company, using the techniques learnt.

From A to B - the content

To get them ready for the final presentation, we go through the following interactive exercises: the principles of great presentations; story-telling; managing nerves and fear; planning a presentation. We then have them use these skills to plan their presentation, before ending on a high with delivering it.



Who Should Attend?

This program is aimed at people who are required to present regularly externally (e.g. to clients) or internally. It can be tailored according to the experience level of participants: we have had groups with anything between 3 and 30 years' experience on this course. The course has a limit of 8 people.

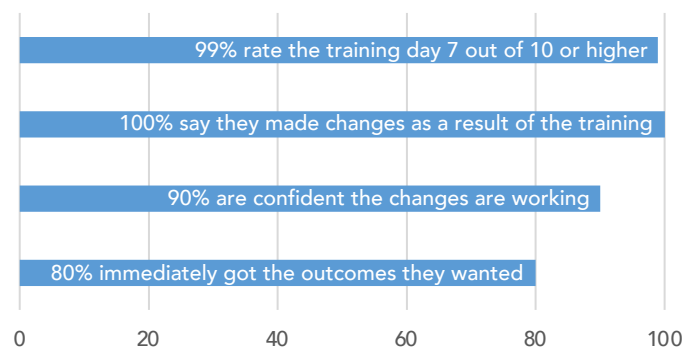
Learning Outcomes & Benefits

The program is designed for the following learning outcomes, using simple-to-apply tools at each stage:-

- Engage: Maximize audience engagement both face to face and over video by understanding the audience and how to engage their left and right brain
- Persuade: Construct a strong narrative to support your recommendations, by learning the main storytelling structures used in movies, TED talks...and great business presentations
- Drive action: Motivate people to take action based on your presentation
- Navigate: Deal with difficult audiences and situations including disengaged & distracted people, tough questions, cut-down presentations

Measuring ROI

We measure participant feedback on the day itself, plus we follow up 30 days afterwards with a survey to check whether behavior has changed and what the results have been. The results on the right illustrate the real-world impact and ROI.



Recent Testimonials For Realizer Presentations Training

Since this course launched in 2015, we have received hundreds of testimonials which show participants love the challenging approach, the support from the facilitators, and the tailored approach to each specific company. Here are some of our recent testimonials: -

“Great, confronting workshop which lets you step outside your comfort zone, reflect on yourself and improve for the future. Rob creates a great, encouraging environment” – MEC

“One of the best presentation training courses I have attended. Content was fresh and kept me interested all day”. – Zenith

“Amazing day! Super beneficial & has changed how I'll approach every presentation!” – MEC

“A great combination of practical & theory material for presentations” -Yahoo!7

“This workshop gets into the depths of actual delivery, the things you say and how you say it. Providing you with the confidence to tell your story and build your personal brand to leave a lasting impression”. – Yahoo!7

“It can be very scary presenting in front of colleagues, however the feedback you get is amazing & you really do learn so much and come away a better presenter” – inmobi

“Michelle is an amazing trainer. She related the techniques back to our everyday work, especially in the context of media agencies. Everyone was engaged and we all learnt a lot. Thanks!” – Performics

“I came in thinking I wouldn't learn too much, but I took away far more than I ever imagined!” - MEC



Program Delivery & Options

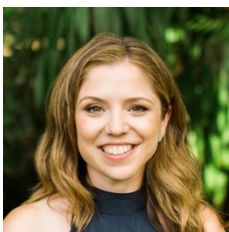
We have developed our full day training into a 45-day program to drive maximum impact. This *Diamond program* includes the full day training, plus 360 feedback from your peers on your presentation strengths before (and optionally, after), the course. It also features training modules tailored to the needs of the group, as well as a follow up group coaching webinar. We have also introduced a Silver program which covers the basics as an introduction to Wholebrain presenting, and covers the skills of Storytelling. Our Gold option remains our most popular program, and is proven to deliver real behaviour change.

	Silver Half Day Training	Gold One Day Training	Diamond 45 day program
Pre-workshop survey of participants' needs		✓	
Pre-workshop 360 feedback for each participant			✓
1/2 day face to face training	✓		
1 day face to face training		✓	✓
Small class size of 8	✓	✓	✓
Deliver presentations in the course	1	2	2
Learn wholebrain presenting framework	✓	✓	✓
Learn how to create and deliver a narrative	✓	✓	✓
Additional training topics tailored to group needs		✓	✓
Final presentation delivered to your CEO/MD			✓
Online access to Presentation Toolkit	✓	✓	✓
A buddy system after the program to give each other feedback		✓	✓
Knowledge cascades - present what you learnt to your team		✓	✓
1 hr follow up group coaching webinar			✓
Optional: post course follow up 360 feedback		✓*	✓*
Optional: follow up event where participants can practise pitching an idea		✓*	✓*
Optional: 1:1 follow up coaching for specific individuals		✓*	✓*
Optional: app-based quests and reminders to complete actions			✓*
Optional: half day program on slide writing		✓*	✓*

*Options at additional cost

We will work with you to design the program support structures such as post course 360s, knowledge cascades or quests. We can provide these tools, or we can work with your systems to deliver them.

Expert Facilitator



Michelle Pitt had a 13-year career in media agencies and media sales in Australia and the UK before joining Realizer in 2015 to lead our work around communication and presentations. She has delivered presentation training for hundreds of people across the marketing sector, and the majority of people rate her sessions 9 or 10 out of 10.

