



THE HUMPHREY
GROUP INC.

The Humphrey Group
is pleased to offer

A Two-Day Seminar

PERSUASIVE PRESENTATIONS

How To Craft and Deliver Compelling Talks

ABOUT THE PROGRAM

Presentations are a familiar part of corporate life. Yet speakers too often narrate a series of densely packed PowerPoint slides, boring their audience. *Persuasive Presentations* is designed to help participants avoid this trap. It shows how to create and deliver talks that are focused, clear, and persuasive.

This seminar examines every step in the creation of a high-impact presentation – including analyzing your audience, designing the argument, constructing effective slides, and delivering with poise and confidence. You will learn that all aspects of the presentation – its structure, language, visuals, and delivery – should convey a central idea. Thoughts, words, and actions must be synchronized.

The learning is also applied: each participant will have the opportunity to prepare a presentation during the course of the program. They will also have the opportunity to deliver that talk, and to practice handling difficult questions. Each participant will receive lots of personal feedback, including videotaped coaching. The program will be customized using materials and examples drawn from the participants' presentations.

Each participant will learn to:

- See every presentation as an opportunity to influence.
- Assess their audience effectively.
- Develop a compelling, persuasive message.
- Create a logical, powerful argument.
- Use clear, conversational language.
- Use PowerPoint to support their message.
- Deliver with a confident presence.
- Respond appropriately to any questions or challenges.



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PERSUASIVE PRESENTATIONS

A Two-Day Course

Agenda

Day One: Create a Powerful Talk

I. INTRODUCTION 9:00 – 9:30

- Goals of the course.
- Know your audience.

II. CREATING A STRONG OUTLINE 9:30 – 12:00

- Develop a single, focused message.
- Create a compelling supportive argument.
- Use the language of leadership.
- **Workshop:** Participants will assess the effectiveness of sample presentations, including status updates and funding requests.

III. PUTTING IT TOGETHER 1:00 – 3:00

- **Workshop:** Using the method they have been shown, participants will create an outline for an upcoming presentation they must give.

IV. DESIGNING COMPELLING VISUALS 3:00 – 4:30

- Visuals should aid, rather than upstage.
- Fundamentals of creating effective visuals.
- **Workshop:** Participants will analyze sample presentations, and then look at some best-in-class examples.
- **Assignment:** Participants will spend the next week building visuals for the outlines they created earlier in the day.

Day Two: Deliver Your Talk With Presence

V. EFFECTIVE DELIVERY 9:00 – 12:00

- An introduction to the techniques that constitute effective delivery, including eye contact, pace, expression and tone.
- **Workshop:** Participants will deliver their presentations. The instructor will provide videotaped feedback.

VI. IMPROMPTU SPEAKING 1:00 – 2:30

- How to influence others in off-the-cuff situations.
- Every encounter is an opportunity to influence.
- **Workshop:** Participants will speak in a variety of impromptu scenarios. The instructor will provide feedback.

VII. ANSWERING DIFFICULT QUESTIONS 2:45 – 4:30

- A methodology for answering questions effectively.
- Treat every question as an opportunity to influence.
- Influence, rather than inform.
- **Workshop:** Participants will practice handling difficult questions (ie. ones they may get if the project is going poorly).

VIII. CONCLUSION 4:30–5:00