

# Impactful Presenting



## Duration

2 days

## Group Size

Maximum 12 participants

## Who Should Attend

Business Professionals

## Program Outcomes

- Win the business over competitors with a robust pitching process
- Create impact with your audience with high levels of presentation skill and confidence
- Create high levels of engagement and interest in your audience through audience involvement strategies
- Improve personal and organisational brand and reputation through the ability of personnel to deliver with impact
- Develop confidence and vastly reduce the effect of nerves
- Vastly reduce preparation time for presentation with a robust and simple to use preparation tool

## Business Challenge

Presenters have a limited amount of time to win an audience – but given that presenting remains one of the greatest fears for humans, procrastination and poor preparation as well as nerves on the day too often get in the way of engaging the audience, and then objectives are not achieved. Add to this, low skill in audience engagement and delivery and many presenters would have been better if they had stayed home.

This means that high stakes sales opportunities can be missed, as well as opportunities to increase brand awareness and differentiate.

## Program Overview

The Impactful Presenting program is aimed at providing participants with a robust and systemised approach to planning, structuring and delivering highly impactful and persuasive business presentations.

The emphasis is on personal style as well as creating and communicating a highly engaging and professional image to connect with the audience.

During this program we work at many levels to enhance the capacity of business professionals to present information in a dynamic, interactive and persuasive manner to achieve the outcomes of the presentation.

*"This was most certainly one of the most relevant and valuable training sessions we have done and I will continue to use Synergy for individual presentations and future refresher courses. I am certain that all our Senior Management team could benefit from taking the powerful presentation course presented by Synergy."*

*Executive Manager,  
Institutional Bank*

*"I can't begin to describe how extremely valuable this advanced presentation workshop was for me, both personally and in my role as an Olympic Sportsperson and Ambassador. Thank Synergy again and again."*

*Liane Fenwick  
Professional Athlete &  
Olympian*

## More Information

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## Key Components

- Stakeholder analysis
- Tailoring and Persuasion
- Strategies for engaging the audience
- Synergy Presentation Planning Framework
- Delivery skills – eye contact, voice, gestures, movement
- Tips and tools for designing effective visual aids
- Communication styles to add developing behavioural flexibility
- Handling Q&A and challenging situations
- Videotape and feedback

## Research & Approach

This program was developed utilising our consultant specialists in the Presentations skills field who have more than 25 years experience. This intelligence is constantly updated to ensure the strategies and skills keep pace with best practices.

The program approach enables participants to utilise their own material for an upcoming internal or external presentation to allow them to plan and practice throughout the workshop.

## The Results

As a result of attending this program, business professionals will be equipped to:

- Plan persuasive presentations which have a clear objective and are developed for their target audience
- Deliver impactful presentations that connect with and influence
- Increased capacity to professionally distinguish the organisation and offering
- Shorter timeframe to plan / generate powerful presentations