



# Improving Presentation Effectiveness

*What you must know to make all your presentations powerful, compelling and persuasive.*



Early  
Registration  
Advised!

## SEMINAR DATES:

May 28 - 29, 2007

October 24 - 25, 2007



Schulich Executive Education Centre (SEEC) is ranked #2 worldwide for open-enrolment programs and #4 for custom programs.

## The ONLY Presentation Course Every Manager and Executive Needs to:

- Reduce up-front preparation time for any report, meeting or briefing in half.
- Ensure greater approval and commitment to your ideas and recommendations..
- Manage challenging audiences and lead on key business issues, even with senior executives.
- Be powerful, professional and authoritative, in spite of presentation "jitters".

PRESENTED BY



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# Improving Presentation Effectiveness

**Next Seminar Date:**

**May 28 - 29, 2007**

Register on back or online at

[www.seec.schulich.yorku.ca](http://www.seec.schulich.yorku.ca)

PUBLIC SEMINARS | MANAGEMENT & LEADERSHIP



## About This Seminar

**B**usiness people often say the “presentation” of any report or concept is as important as the content, in some cases even more important. This workshop will closely examine the “ingredients” of a successful presentation and offer practical insights on how to improve your personal skills. It is not theoretical. It is a hands-on learning experience.

It is designed to provide actual practice and rehearsal in using the new tools you will learn in group presentation situations. **The program will provide more than just skills. Participants will learn not only how to create presentations that get rave reviews, but also how to get their recommendations approved and vigorously supported.**

“*This was truly the most beneficial course I have attended. I can see this applicable to all aspects of life – personal and professional. (I have been working for 22 years in the financial industry).*”

C. Wilson, Marketing Manager, RBC Financial

“*New techniques learned to organize and prepare presentations, i.e. starting from the desired outcome first and then building on that. I will definitely use many of the techniques learned here.*”

V. Tomasone, Gay Lea Foods

## Teaching Approaches

Using a mix of mini-lectures, communications exercises, drills and practice, participants learn:

- ▶ Audience Analysis
- ▶ Setting Objectives and Outcomes
- ▶ Adding Personal Value
- ▶ Speaking Persuasively about Any Topic
- ▶ Cutting Preparation Time in Half
- ▶ Organizing a Presentation That Persuades
- ▶ Comfort with Voice, Gestures and Movement
- ▶ Reducing Nervousness And Jitters
- ▶ Presenting Powerfully To Senior and Executive Audiences
- ▶ Responding To Challenges and Questions

## What You Will Learn

- 1 How to present powerfully at each phase of a project.
- 2 Manage nervousness and fear.
- 3 Cut down your preparation time for meetings and presentations by 50%.
- 4 Deal brilliantly with unexpected challenges and questions.
- 5 Set goals for every presentation – and exceed them!
- 6 Stay on track, in complete control, no matter what.
- 7 Create compelling and dynamic dialogue with your audience.
- 8 Use the “Chunk Outline” approach.
- 9 Get a discussion started and keep it moving.
- 10 Present powerfully to any audience, including executives and senior decision-makers.

## ■ Program Content

### DAY ONE

#### Setting Audience Expectations

- Why fear of presenting is not your biggest challenge!
- How television and public school prevent you from succeeding
- Identify your personal challenges for the course
- Two keys to success presenters never think about

#### Achieving Your Desired Outcome

- How your audience impacts presentation success
- How to get the results you want from every presentation
- Defining what you really want to happen
- Why the outcome is the hardest thing to write – and why it is the most powerful
- Why every presentation needs an offer
- How to use the Chunk Outline
- How to cut preparation time

- Anyone can present without notes; how to do it right

#### Delivering Persuasive Presentations

- Stay on track, in complete control, no matter what
- Speak persuasively about anything
- Voice and Mood
- Authority, "Intention" and Control
- Riveting your audience's attention
- Directing the Cycle of Action
- Speaking/moving with purpose, authority and confidence

### DAY TWO

#### Curiosity: The Secret Weapon of Persuasion

- Leading your presentation with authority and control
- How to overcome resistance
- How to deal with challenging and difficult questions
- Satisfy audience needs and get positive response

#### From Verbal Impact to Visual Impact

- Tips and guidelines for on-screen effectiveness
- Are you creating "Death by PowerPoint"?
- Success factors for PowerPoint
- Storyboard: planning your visual delivery
- Moving "Beyond Bullet Points"
- Powerful analysis tools that allow you to create powerful slides

#### Presenting to Senior Managers and Executives

- Why traditional approaches don't work
- What senior audiences want
- How executives judge effectiveness
- The 6 heuristics of executive decision-making
- What you must include to be successful

## Instructor Profile

### Elizabeth-Anne Walker

- Liz has developed and delivered successful presentations to all levels of management during her career as an executive in international advertising agencies in Toronto, New York and London.
- She is a highly-rated lecturer at the Schulich Executive Education Centre in Communications and Presentation Effectiveness, Business Strategy and Account Management.
- Liz is now Principal of Chrysalis Creative Marketing in Toronto, with clients in the financial, technology and retail sectors.

“Improving Presentation Effectiveness has been time and money well spent. The information and skills obtained from this course will make me more efficient & effective in my job.”

H. Laszutko,  
CCL Label

### Group Case Experience

- 1 Plan a presentation for verbal impact.
- 2 Use slides and props for visual impact.
- 3 Work with a partner and improve your learning.
- 4 Receive feedback from your peers and the instructor.

3 WAYS TO REGISTER:



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Toronto, ON M5K 1K2

Please check desired session:  May 28 - 29, 2007

October 24 - 25, 2007

Priority code from mailing label (if available):

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## COURSE TUITION & DETAILS

Program tuition: \$1495.00 + 89.70 (GST) = \$1584.70. This includes instruction, all seminar materials, lunches, refreshments, but not hotel accommodations. **Special Team Savings: Save \$150 each** when two or more team members from the same organization register for this program at the same time.

**Please Note:** Fees, dates and speakers are subject to change. York's liability is limited to reimbursement of paid tuition fees. One free transfer is permitted, provided written notice is received at least 14 days in advance of the seminar start date. Late transfer requests, less than 14 days in advance of the start date, will incur a \$100 fee. Additional transfers are \$200 each. Cancellations received in writing at least 14 days in advance of the seminar start date will receive a full refund. Written cancellations received less than 14 days prior to the seminar will be subject to a \$500 administration fee. Non-attendance will incur full seminar tuition cost. GST# R119306736.

Call us at (416) 736-5079, or toll free 1-800-667-9380, or email: [exceedinfo@schulich.yorku.ca](mailto:exceedinfo@schulich.yorku.ca)

## COURSE LOCATION(S)

**May Session:** May 28 - 29, 2007  
**October Session:** October 24 - 25, 2007  
9:00 am - 4:30 pm each day  
**Schulich Executive Learning Centre**  
York University, 4700 Keele Street  
Toronto, Ontario M3J 1P3

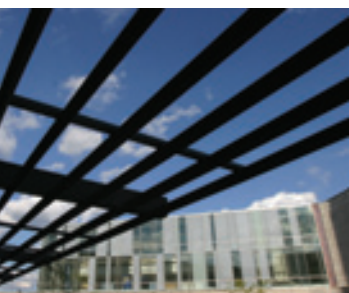
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