

Think and Speak for Results:

# The Extraordinary Presenter™

Develop the thinking and speaking skills to create and deliver logically strong, contextually relevant, emotionally appealing, easily understood ideas that stand out and speak right to the head, heart, needs, and aspirations of your listeners.

Training Options: Live and Live Online Program Duration: ½ day, 1-day, and 2-day Options

## Day 1

### Prepare for Success - Get Ready and Focused

- ✓ Understand what it takes to truly be heard by others in this multi-tasking world.
- ✓ Get clear and specific about your goals for your presentation.
- ✓ Determine how you want to be perceived.
- ✓ Learn what you need to know ahead of time.

### Learn the Art of Executive Presence

- ✓ Master a balanced, confident, and relaxed posture to communicate credibility.
- ✓ Use your eyes to connect individually with listeners and build trust.
- ✓ Use movement purposefully to engage your listeners and keep their attention.
- ✓ Use meaningful gestures for emphasis.
- ✓ Use pausing skills to change the pace, to gather your thoughts, to heighten expectation, and/or to make a point.
- ✓ Create interest with vocal and facial animation skills.
- ✓ Master interaction techniques to generate audience involvement and interest.

### Build Compelling Content

- ✓ Analyze and understand your listeners' needs and anticipate their "care abouts."
- ✓ Use the Mandel BLUEPRINT® to create clear, concise, audience-centric content.
- ✓ Use the Mandel SCIPAB® tool to create an engaging listener-focused opening.
- ✓ Link your content to your audience's key "care-about" throughout your presentation.
- ✓ Use "color spots" to enhance the audience's retention of your message.
- ✓ Close with a strong point of view statement and/or a call to action.

## Day 2

### Use Visuals to Enhance Audience Engagement

- ✓ Review Mandel's proven guidelines for creating effective visuals.
- ✓ Practice professional techniques for using PowerPoint® slides so that you remain the focus, *not your slides*.
- ✓ Learn special techniques for using the whiteboard and for doing a demo.
- ✓ Use Mandel's 5+1 strategy as a guideline for virtual presentations.
- ✓ Learn the effective use of backup slides and handouts.

### Handle Questions to Build Trust

- ✓ Learn how to encourage questions from your audience.
- ✓ Use your own engaging questions to uncover needs and to make sure the audience is tracking with you.
- ✓ Use *Align-Respond-Maintain™* to effectively handle challenges and objections.
- ✓ Learn how to positively defer a question to another time or person.
- ✓ Learn how to respond constructively when you don't have an answer.

### Reinforce Your Skills

- ✓ Create a personal action plan based on the feedback you received during the practice sessions.
- ✓ Learn how to ask for help and coaching from others.
- ✓ Explore other skill development and reinforcement opportunities.

\* A special note on "virtual" presentations: This workshop includes tips, techniques, and practice for presenting in virtual environments.