

THINK AND SPEAK FOR RESULTS SERIES®

# The Extraordinary Presenter®

## Workshop Focus

Critical Thinking – Articulate Messaging – Authentic Engagement – Meaningful Interaction – Memorable Visual Storytelling – and, Confident Delivery with Executive Presence. Whether the participant is new in career or a seasoned presenter, mastering these skills will result in significant and observable improvement in the participant’s confidence, credibility, and personal impact in front of both small and large audiences, in face-to-face and virtual environments.

## Workshop Overview

### Preparation

This workshop is very much hands-on. Participants choose a real life, preferably high-stakes presentation they are preparing for, and use this information throughout the workshop. This approach not only accelerates learning, but also ensures that each participant is prepared to apply the Mandel methodologies, tools and skills immediately upon returning to work.

### During the Workshop

Using this real situation, participants first learn how to *think through* the business problem, opportunity and/or topic they are preparing to present – and why it is important to their pending audience(s). They then learn how to *organize* their content in a proven storyboard framework and *deliver* it in a clear, engaging and convincing fashion. Participants apply and practice vital face-to-face and virtual presentation skills – including verbal and non-verbal communication techniques, content organization, the use of visuals, Q&A interaction, and maintaining their executive presence when receiving push-back or difficult questions.

### After the Workshop

Participants receive an electronic tool-kit full of tools and resources that can be used back on the job. In addition, Mandel offers a wide array of reinforcement activities if and when the client needs them.

## Specifications:

- Two-day experience
- Up to 12 participants
- One-to-One coaching by a Mandel facilitator
- Learn and use Mandel’s Blueprint® that will serve participants for a lifetime
- 6 video recorded and coached exercises
- Intense focus on real-world situations and on-the-job applications
- Components of this workshop are offered in Half Day, One Day, Virtual and Large(r) Group formats.

## Mandel’s Specific Audience Expertise

This workshop is designed for business professionals working in all divisions of an organization. In addition, Mandel offers customized versions of this workshop that specifically address the unique needs of:

Executives and Senior Leaders  
 Conference Speakers  
 Those Presenting to Executives

Briefing Professionals  
 Sales and Pre-Sales Forces  
 Post Sales Consultants

New in Career - Millennials  
 Technical Specialists  
 Marketing Professionals

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## 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.*