

# THE EXTRAORDINARY PRESENTER<sup>®</sup>

DISCUSSION LEADER ESSENTIALS  
1 DAY VIRTUAL FOR UP TO 12



## VIRTUAL BRIEFING PROGRAMS ARE CRUCIAL TO BUSINESS CONTINUITY

Presenting in an executive briefing center has always been a huge responsibility. The sudden shift to virtual briefings in 2020 stripped away the wow factor of the physical space and put even more pressure on presenters.

If discussion leaders cannot engage, persuade, and influence their audience while presenting virtually, competitive edge is lost, sales cycles stall, and business is at risk.

**THE EXTRAORDINARY PRESENTER<sup>®</sup> DISCUSSION LEADER ESSENTIALS — VIRTUAL** workshop addresses the new challenges of the virtual briefing world by equipping discussion leaders with three essential messaging skills:

1. **THINK** deeply about the briefing audience
2. **CRAFT** a message that matters
3. **ENGAGE** with executive presence

### World class training with proven results

Mandel Communications, a long time ABPM supplier member, has been a global leader in virtual instructor-led training design and delivery for over 10 years.

Harness the power of virtual briefings to drive immediate, measurable business results:

- Amplify briefing program excellence
- Collaborate to win in a new world of work
- Strengthen business relationships
- Enhance relevance and customization
- Drive better business decisions faster
- Accelerate buying cycles
- Increase customer spend

# THE SKILLS

8:00 AM – 10:30 AM | Instructor-led virtual training for all 12 participants

## PRE-WORK

- Choose an upcoming briefing presentation and complete the planning tool

### 1. **THINK** deeply about the briefing audience

- Analyze listener “care-about’s”
- Focus on the listener’s world
- Quickly distill and organize content

### 2. **CRAFT** a message that matters

- Develop an engaging core message
- Articulate a strong point of view

### 3. **ENGAGE** with executive presence

- Capitalize on the benefits of virtual
- Overcome virtual void anxiety
- Capture listeners’ attention

10:30 AM – 11:30 AM BREAK | Participants craft sample messages to share in skills practice labs

11:30 AM – 5:00 PM | **SKILLS PRACTICE LABS** | Small groups with expert Mandel coach

## SKILLS PRACTICE LAB TIMING:

- **11:30-1:00** – Small group A of 4 discussion leaders
- **1:30-3:00** – Small group B of 4 discussion leaders
- **3:30-5:00** – Small group C of 4 discussion leaders

# THE DETAILS

## SPECIFICATIONS

- 1-day virtual session for up to 12 (4 hours per discussion leader day)
- Stakeholder viewpoint sets the stage
- Real-world, briefing-specific applications
- Engaging, interactive skills practice
- Flexible design aligns to business priorities

## REINFORCEMENT & MEASUREMENT

- Two months’ free access to AI-driven mobile app measures improvement
- Easy-to-use tools deliver immediate application and make training stick
- Insightful evaluation reporting provides immediate, relevant feedback



SMALL  
GROUPS



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