

Savvy Speaking – Audience Focused Presentations

By Patti Wood and Jeff Justice

A One or Two Day Presentation Skills Workshop For “Stand up” Presentations

You will complete this course with both the knowledge and the skill practice to take your presentations to the next level. This training will enhance your abilities by giving you fresh, new tools to create and deliver audience-focused presentations. Practicing these new techniques will help you powerfully connect with the audience. This connection enhances the learning and brings heightened energy to the presentation experience. Coached practice advances your ability quickly. Participants have the opportunity to prepare and give a short presentation in the workshop, which is critiqued by the class and instructor(s). The speech is recorded on your own personal tape or DVD for review on-site and at home. Each Participant will get a copy of Patti's *Easy Speaking* book and downloadable e-book *Power up Your Power Point*

The workshop includes:

- * “*Wowing*” Why research shows it is important to grab the audience in the first 90 seconds.
- * *Preparing* - Knowing what your prospect/client wants and needs through, questions, surveys and interviews.
- * *Planning* your presentation to elicit a desired response
- * *Showcasing* the product the service and the business value
- * *Creating* - How to spark creativity and decide what to say
- * *Understanding* - How the right and left hemispheres of the brain affect your creativity
- * *Mind Mapping* to turn off the critic and get ideas easily and quickly.
- * *Making* technical content that will be interesting and accessible
- * *Finding* - analogies and metaphors to make technical and abstract material more concrete
- * *Writing* - a speech that has impact five-minute plan
- * *Organizing* - in a way that makes your speech have the most impact.
- * *Stating* - a clear concise purpose of your speech
- * *Relating* your content to your audiences needs / your "product" to audience's desires
- * *Previewing* - Using a preview frame to outline material for your audience
- * *Using* a variety of powerful attention getters
- * *Arranging* - Putting the most important content first
 - × Balance the body of your speech
- * *Using* conclusions for credibility and closure rather than the old "any questions" ending
- * *Energizing* your presentation with great body language - the seven secrets
- * *Enhancing* your vocal delivery- Three tricks to create a dynamic and energizing voice
- * *Stepping* away from your PowerPoint/and or making PowerPoint powerful
- * *Being* real and confidently present
- * *Making* the case for moving forward with the proposal now
- * *Closing* with a call to action rather than the old "any questions”