

PERSUASIVE PRESENTATIONS

The art and science behind getting to yes.

In this program, participants will learn to apply the true science of persuasion. Most courses focus on either the theatre of the presentation or the construction of the message. This two-day workshop covers both in great depth.

Participants will study their own communication style and learn how others receive the information they are trying to impart. This requires an understanding of how our individual communication preferences have evolved within our minds. We use the HBDI profiling tool to explain this and therefore ask everyone to complete an on-line profile one week before the workshop takes place.

For some people, the prospect of giving presentations is intimidating and nerve racking. We are extremely sensitive to this issue and ensure that the workshop environment is a 'safe' and dis-inhibiting place where everyone can really stretch themselves, experiment and discover new strengths and abilities.

Outcomes

At the end of the workshop, all participants will understand and utilize the Headhunter Training framework of THE WHO, THE WHAT, and THE HOW of Persuasive Presenting. Each participant will have a framework that will help them plan, prepare and deliver a communication that will be tailored, two-way, engaging and outcomes driven.

Duration

2 days in groups of 8 participants



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DAY 1

8.30 – 9.00 [Introductions and Overview]

Each participant will give a 2 minute introduction of themselves to experience 'crossing the line'.

9.00 – 9.30 [The 'Seeing Eye to Eye' Communications Model]

We study a model that explains why communication is often distorted without either the speaker or the listener being aware of the fact.

9.30 – 10.30 [Three Participant Presentations]

All participants will bring a five minute presentation that they have prepared. In this session, we'll look at the first three and then use a model that ensures we give only constructive feedback. These presentations will be filmed and a self evaluation will be given on Day 2.

10.30 – 10.45 [Morning Tea]

10.45 – 12.00 [Remaining Participant Presentations]

12.00 – 12.30 [Planning Model]

We introduce the WHO, HOW, WHAT Planning model that ensures all aspect of a presentation are properly prepared.

12.30 – 13.15 [Lunch]

13.15 – 14.30 [Understanding Self and Others - HBDI]

We explain the Herrmann Brain Dominance Instrument (HBDI) and then guide the participants through a review of their own profiles so they better understand their communication style and how to adjust it.

14.30 – 15.00 [The Organisational Diamond]

We introduce a system for organizing the purpose, promise, themes, information and desired outcome of a presentation.

15.00 – 15.15 [Improvised Briefing]

We brief the participants on the two minute improvised presentations they will be giving after the coffee break.

15.15 – 15.30 [Afternoon Tea]

15.30 – 16.00 [Improvised Presentations]

Each participant will speak for two minutes using the Organizational Diamond.

16.00 – 16.45 [Eye Contact]

Each participant will experience an exercise to make them more aware of the power of eye contact – and how and when to use it.

16.45 – 17.00 [Summary and Assignments for Day 2]

DAY 2

8.30 – 9.00 [Feedback from Day 1 – Video Films]

We'll listen to what we can learn from watching ourselves present.

9.00 – 9.45 [The Theory of Persuasive Argument]

We learn to use a model called 'Claim, Value, Proof' to ensure our arguments are directly connected to the needs and motivations of our audience.

9.45 – 10.30 [Improvised Presentations]

All participants, working in pairs, will make short improvised presentations using the Claim, Value, Proof model.

10.30 – 10.45 [Morning Tea]

10.45 – 11.00 [Stages of Change]

We explore the Transtheoretical Model of Change to explain the process of selling an argument of point of view to a disinterested party.

11.00 – 12.30 [Visuals, Gestures, Movement, Space]

For the next ninety minutes we conduct some exercises to help the participants understand the 'Theatre of Presentation'.

We cover:

- Visual Support. What materials do you need.
- Gestures. Getting control of your body language.
- Movement. How to create emphasis and engagement with the audience.
- Space. How to organize the room.

12.30 – 13.15 [Lunch]

13.15 – 14.00 [Planning Time for Final Presentations]

Each participant will make a five-minute presentation that uses all the techniques they have learned. They will have the evening of Day 1 and some of Day 2 to prepare.

14.00 – 15.30 [Participant Presentations with Critique]

Each presentation will be constructively critiqued by the group.

15.30 – 15.45 [Afternoon Tea]

15.45 – 16.45 [Remaining Participant Presentations]

All final presentations will also be filmed so that participants can compare their first and last attempts.

16.45 – 17.00 [Summary and Wrap Up]

We'll review the program and, if your group has purchased copies of the 'Persuasive Presentations' book, we'll spend a few minutes exploring the software tools that come with the bundled CD-Rom.

17.00 [Close]