

IN PERSON · TWO DAYS

## Executive-Ready Presentations

Presenting to the C-suite and other executive audiences can intimidate even the most polished presenter. You must speak decisively about strategic issues and demonstrate confidence in your recommendations. You need above-average delivery skills to get your message across quickly and clearly, and you need to be able to think on your feet when challenged or questioned. This course helps you plan and deliver strategic presentations that meet the expectations of your executive-level audiences.

### Who should attend

This course is ideal for leaders who present to senior audiences, either in person or virtually. This course is designed for six people to allow each participant to present to the group and give and receive meaningful feedback. We can accommodate up to 12 people by adding a second facilitator for the practice and workshopping.

### You learn to

- Identify the unique expectations of executive audiences
- Clarify your objective to keep yourself (and your audience) focused
- Plan your message to ensure you include the right content and the right amount of detail
- Use AI to generate outlines and ideas
- Capture your audience's attention with a good opening
- Use your voice and body language to enhance credibility
- Add visuals that support your message
- Manage difficult questions and pushback from executive audiences
- Use analogy, anecdotes and storytelling to bring your presentation to life
- Close with a strong call to action

## What to expect

This course is an enjoyable, hands-on learning experience. Come with a presentation you need to give on a topic of your choice. During the course, you craft a clear, compelling message and learn how to deliver it with confidence. You have two opportunities to deliver your presentation and receive feedback from both your peers and the facilitator. In addition, you record your presentation to assess and refine your skills privately afterward. You also receive a comprehensive manual and tip sheets for post-course use.

## How you spend your time

### Create your content

Learn to:

- Satisfy your executive audience by knowing what they need
- Quickly generate the content you need to cover
- Apply a reliable framework to shape your message
- Add visuals to enhance your message
- Write an engaging opening
- Write a closing that inspires action

Apply your learning as you refine your script and create visuals for your presentation. Your facilitator is available to answer questions and provide coaching.

### Practice

Practice presenting to the group. Your peers and facilitator give you supportive feedback to reinforce what you're already doing well and offer suggestions to improve.

### Deliver with impact

Learn to:

- Reduce presentation anxiety and stress with proven exercises and techniques
- Use your voice and body language to enhance your credibility
- Address audience questions and pushback with professionalism and confidence

As you rehearse your final presentation independently, you practice new skills and apply what you've learned through feedback and your self-assessment.

## **Present with coaching**

Deliver your final presentations. You note improvements from your practice presentation and receive additional feedback from your peers and facilitator to help you continue to fine tune your skills.