CORPORATE
OVATIONS

Tomorrow’s Challenge

www.CorporateOvations.com
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Corporate presentations are notorious for being “death by slideshow” and for some reason we have just accepted it as the norm. It just comes with the territory. With the need to become more efficient in today’s business environment, this should never be acceptable. Time wasted in meetings due to a poorly prepared presentation is a direct waste of company resources. Using the excuse that you “work better under pressure” so you will just “wing it” is nothing more than an admission of laziness and also a lack of respect for the audience’s time. Corporate Ovations places the focus where it should be always… on the audience. With the roadmap from Russ Peterson Jr. and Kevin Karschnik, your presentations will be developed in less time, delivered more effectively, and ultimately save time and money. As you prepare for your next presentation, answer these questions:

Chapter 1: Overcoming Fear and Anxiety

1. Are you nervous prior to presenting? Why?
2. What are your audience’s perceptions of you and your topic?
3. Which of the methods for overcoming anxiety can you apply?

Chapter 2: Know your Purpose

• Why have I been asked to deliver this presentation?
• What type of presentation will I be developing (Persuasive, Informative, or Entertaining)?
• What do I want my audience to Know, Feel, and Do at the conclusion of my presentation?

Chapter 3: Audience Wants You to Connect

1- How will I connect with my audience?
2- What does my audience need to know?
3- How can my audience relate to me or my topic?
Chapter 4: Open with Power

1- What perception or impression do I want my audience to have as I begin to speak?
2- What can I do or say from the very start to capture my audience’s attention?
3- How can I implement CABA for my next presentation?

Chapter 5: Close with Confidence

1- What final impression do I want to leave with my audience?
2- What can I do or say at the end of my presentation to help make my message stick?
3- How will I challenge or invite my audience to take action on the information I provided?

Chapter 6: Structure and Presentation Body

1- How will you appeal to your audience through ethos (credibility), pathos (emotions) and logos (logic)?
2- What three forms of proof will you use to structure your presentation and make it easier to recall?
3- Which type of transitions will you use to guide your audience through your presentation?

Chapter 7: Corporate Storytelling

1- How will you choose the right story to connect with your next audience?
2- What techniques will you implement to bring your story to life?
3- When will you document your “Company” and “Who am I?” stories?
Chapter 8: Say It Like You Mean It
1- How will you synchronize your verbal, vocal and visual delivery?
2- What strong words will you add and which weak words will you eliminate?
3- When will you practice the delivery, including pace, volume, inflection, and pauses?

Chapter 9: Engaging Body Language
1- What will you do to ensure your body language is aligned with your verbal and vocal communication?
2- Which types of stance or posture will you use to effectively convey your message?
3- How will you use hand gestures to align and reinforce your message to the audience?

Chapter 10: Using Visual Aids
1- What visual aid mistakes have I seen or used in the past?
2- Which types of visual aids could I use to effectively convey my message?
3- How could I use visuals to capture my audience’s attention and not distract from my core message?

Chapter 11: Handling Questions
1- What are the tough questions your audience members might ask?
2- When do you plan to address questions in your next presentation?
3- How will you handle the situation when participants have no questions?

Chapter 12: Rehearsal and Evaluation
1- What is your motivation to practice and rehearse?
2- Which of the evaluation methods will you use for critique and feedback?
3- Who will be your coach or mentor?
Instructor-Led Training Workshops

Business Professionals
As a business professional you are asked to create and deliver messages to your peers and senior managers. These messages may be informative, such as a financial review, or they could be persuasive as in a request for a budget approval. The response from your audience will be dependent on both you and your message. In this program you will learn how to succeed at both.

Sales Professionals
As a sales professional you will be presenting your ideas to customers in a persuasive manner. In this program you will learn how to uncover the data you need to effectively design and deliver a persuasive message that inspires action from your prospect.

Leaders
If you are a manager or leader in your organization, this program is specifically designed for you. In this program you will not only learn professional methods to deliver your message, you will practice your delivery with eight video-recorded presentations. After each speaking opportunity you will receive one-on-one coaching to enhance your skills. Whether you are speaking at a weekly team meeting or to the entire corporation, this workshop is designed to develop your effectiveness as a leader.

For more information: www.iSpeak.com, 512.671.6711, or info@ispeak.com