

SELLING STORIES

Presentation Skills Part 2

Communication Training



Learning Objectives

After participating your team should be able to:

- Structure presentations based on desired strategic outcomes
- Clearly articulate ideas
- Build credibility in presentations
- Tell authentic brand and human stories

Duration

1 day: 9am – 5pm

Number of participants

Maximum participants is 20

Who should attend

All levels, all disciplines.
Any combination.

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About the Workshop

***NOTE: Stand & Deliver is a prerequisite for this workshop**

Being able to stand in front of a room and bring your authentic 'A-game' is one thing. Having the content to back it up is another. Selling Stories is the ultimate antidote to 'death by Power Point' and a serious wake-up call for even experienced presenters. In this workshop, you'll learn the truth about the impact of those overloaded slides, rambling stories, and sheer deluge of info being hurled at your audience. Only then can your true strategic persuasion skills finally come into play.

In this workshop, we'll introduce you to the secret of the 'single-minded takeaway', how to give your presentation strategic focus, the art of spinning a powerful AND relevant story and how to pare down thinking into little deliciously digestible chunks that your audience will eat up with gusto. You'll never mistake a deck for a leave behind again, discover the joys of team sport presenting, learn where the brilliance in a pitch truly lies, and come up with countless really freakin' cool ways to deliver it all.

Selling Stories is a practical, playful, irreverent yet absolutely indispensable guide to creating and delivering presentations that actually work, (and work hard,) while coming across as effortlessly credible, smart and playful. Your decks, and your thinking, will NEVER be the same again!