# PRESENTING AS A LEADER™

## OVERVIEW

Presenting as a Leader is a powerful program that shows leaders how to present ideas so that others are inspired to act on them. Too many corporate presentations fail to engage their audiences because they overwhelm people with unfocused information. Participants learn how to move from this informational approach to an inspirational style that motivates and inspires their listeners.

At the core of this program is The Leadership Model®, The Humphrey Group's methodology for achieving leadership through communications. Participants will be shown how to think as leaders do, how to script themselves effectively, how to use the language of leadership, and how to engage their audience with a dynamic presence.

## POWERFUL LEARNING OUTCOMES

Those who attend this course will learn to:
- View all presentations through the lens of leadership
- Move from an informational to an inspirational style when creating and delivering presentations
- Create a key message that reflects their leadership thinking
- Build a logical structure that supports their message
- Integrate effective slides into their presentation
- Develop visuals that aid rather than upstage them
- Display the presence, both physical and verbal, of a leader
- Synthesize complete presentations into concise summaries
- Answer questions confidently while furthering their leadership agenda

## TARGET AUDIENCE

Presenting as a Leader is ideally designed for leaders and their teams who wish to develop their presentation skills.

## LEARNING EXPERIENCE

Presenting as a Leader combines practical learning with extensive personal feedback. Participants will have the opportunity to work on scripts for their upcoming presentations. They will receive extensive personal feedback and coaching during the program.

# DAY ONE

## I. ADOPT THE LEADER'S MINDSET

- The link between leadership and communication.
- Six guiding principles for thinking about presentations through the lens of leadership.
- **WORKSHOP:** Participants will identify an upcoming presentation where they wish to inspire. They will analyze their audience and the opportunity they present.

## II. BUILD THE ARGUMENT: THE LEADER'S SCRIPT®

- Develop a single, focused message.
- Structure your thoughts persuasively.
- Use conversational, yet powerful, language.
- **WORKSHOP:** Using the method they have been shown, participants will create the outline for the presentation they wish to prepare.

## III. LEAD THROUGH VISUALS

- When to use visuals and when to avoid them.
- Two types of slide deck: the visual memo vs. speaking support.
- Guiding principles for effective visuals.
- **WORKSHOP 1:** Participants will analyze slide decks, including one of their own, and suggest improvements.
- **WORKSHOP 2:** Participants will storyboard their outlines. Feedback will be provided.

# DAY TWO

## IV. PRESENT WITH A LEADER'S PRESENCE

- An introduction to techniques that enable you to project confidence, including body language, eye contact, pace, expression and tone.
- **WORKSHOP:** Participants will deliver their script and receive videotaped feedback.

## V. PRESENT ON THE FLY

- Distilling a long presentation to a short summary: how to script yourself in the moment.
- **WORKSHOP:** Participants will create and deliver a 1-minute script for the presentation they delivered in the morning.

## VI. MASTERING Q&A

- Best practice techniques for handling Q&As.
- **WORKSHOP:** Each participant will practice answering tough questions about the presentation they have been working on (or on other relevant issues).

## VII. CONCLUSION

- Beyond the presentation...every interaction is an opportunity to lead.
- Next steps and a commitment to action.