OVERVIEW

Presenting as a Leader shows you how to build and deliver presentations that will inspire your audience to act on your ideas. Too many presentations fail to engage their audiences because they overwhelm people with unfocused information and dozens of densely-packed slides. This program shows you how to move away from this informational approach and toward an inspirational one.

POWERFUL LEARNING OUTCOMES

Presenting as a Leader will show you how to:

• View all presentations as leadership opportunities
• Move from an informational to an inspirational style
• Create a powerful message that reflects your leadership thinking
• Build a logical structure that is reinforced by strong horizontal logic in your slides
• Think visually to design slides that are clear, beautiful, and impactful
• Speak about rather than read your slides
• Use your body language, pace, eye contact, and expression to engage your audience
• Present material on-the-fly, even when you haven’t prepared it yourself
• Answer questions concisely and confidently

TARGET AUDIENCE

Presenting as a Leader is for leaders at all levels who wish to develop their presentation skills.

LEARNING EXPERIENCE

Presenting as a Leader combines practical, applied learning with extensive personal feedback. Participants will have the opportunity to work on scripts for an upcoming presentation or re-do an old presentation. They will receive extensive personal feedback on their speaking notes, their slides, and their delivery skills. This program includes videotaping and review of the footage in the program.
I. DETERMINE YOUR PRESENTATION’S PURPOSE

• Analyze the audience and the opportunity.
  o Are you introducing an idea, educating your audience, or creating a record?
  o What kind of slide deck is needed?
• Workshop: Working in table groups or pairs, participants will decide what kind of presentation they need to build and analyze their audience and the opportunity.

II. STRUCTURE YOUR PRESENTATION

• Use the Leader’s Script to create your outline:
  o What is the one thing you want your audience to take away from the presentation?
  o Determine the structure that will work best to prove the message.
• Workshop: Participants will use The Leader’s Script to create an outline.

III. THINK VISUALLY

• Think visually to create vertical logic on each individual slide.
  o Ensure the message of each slide is clear and explicit.
  o All visuals should convey information—avoid graphics or decorative images that don’t “say” anything of value.
  o Understand when to use text and when to use images.
• Workshop: Participants will practice their visual thinking by storyboarding their outlines. They will share their work and receive feedback.

IV. LIGHTS, CAMERA, ACTION!

• Learn to channel your nerves effectively.
• Workshop: Participants will be videotaped delivering the script they created in module II.

V. ACHIEVE A LEADER’S PRESENCE

• An introduction to techniques that enable you to project confidence: Eye contact, pace, expression and body language.
• Workshop: Participants will again be videotaped, this time consciously applying the four principles of presence. Each participant will then receive individualized coaching on their presence to identify strengths and areas of development. They will review their Day 1 and Day 2 footage and compare the two.

VI. MASTER Q&A

• Use the Leader’s Script to structure concise responses in the moment.
• Interpret every question and answer as an opportunity to influence.
• Best practice techniques for handling Q&A scenarios during presentations.
• Workshop: Participants will practice anticipating and scripting a response to challenging questions asked by their peers.

VII. PRESENTING ON THE FLY

• Deconstruct complex ideas into their essential elements.
• Script yourself in the moment.
• The secret to a powerful presence when seated.
• Make an impact when presenting virtually.
• Workshop: Participants will deliver a scripted, 1-minute presentation that they have inherited from the instructor.

VIII. CALL TO ACTION

• Summary and commitment to sustainment.