

# Business Presentation Skills Workshop

A powerful presentation skills training workshop for anyone who speaks or presents in front of groups

Speaking in front of any group can be a terrifying experience for many people, even professionals. However, the ability to deliver effective presentations to a variety of business audiences is a critical executive, management and leadership skill. The Business Presentation Skills workshop will teach individuals at all levels to prepare and deliver presentations that are well organized, dynamic, and motivational.

Even the most experienced professionals can lack effective presentation skills. They fail to prepare, are fearful in front of people, have poorly organized thoughts, and lack the confidence to engage and persuade an inattentive audience. In contrast, consider an organization where employees possess the know-how to deliver dynamic, compelling, and truly effective presentations time and again.

The Business Presentation Skills workshop helps participants discover how to craft presentations around essential objectives, present key concepts and ideas with power and enthusiasm, utilize effective visuals, and employ techniques for mastering presentation delivery. Executives, managers, and staff alike will boost presentation performance, enabling them to motivate teams, win business, and improve results.

The Business Presentation Skills workshop focuses on eight primary objectives that each participant will achieve:

- Build a firm foundation for powerful presentations
- Turn nervous stress into presentation success
- Use your complete self to communicate
- Format your message for maximum results
- Adapt your presentation style for greater impact
- Make it more compelling with personal conviction
- Confidently enjoy each speaking opportunity
- Present like a pro in all situations

In addition to great presentation coaching and skills content, each participant will also get to practice specific presentation scenarios that will be videotaped and evaluated during the workshop. Individual feedback will then be provided by the course facilitator. Participants will leave the Business Presentation Skills workshop with the skills necessary for any type public speaking or business presentation with persuasion and confidence.



**Jason Young, workshop facilitator.** Jason Young has been called a “rare breed” when it comes to developing leaders, teams and customer service initiatives. As a former senior-level manager at Southwest Airlines, Jason learned the value of a successful workplace culture. During his 10-years with the airline consistently rated No. 1 in customer service and employee satisfaction, he was a key driver in creating and developing the company’s innovative training programs for its successful leadership and customer service culture that have become renowned in the business world today. He has captured his philosophy of creating high performance cultures in his recent book, *The Culturetopia Effect*.



## Workshop Outline

Turn Stress to Success  
The Basics  
Expressive Gestures  
Developing Your Message  
Put Power into Your Presentations  
Own Your Message  
Effective Use of Visual Aids  
Questions and Answers Sessions  
Executive Presence  
Marketing Your Presentation

## Workshop Preparation

Prior to attending, select a 5 minute portion of a presentation you are delivering in the future or one you present on a regular basis (ie. sales meeting, sales presentation, executive briefing, customer meeting, etc.).

## Next Workshop Date

*Limited to 12 participants*

**Friday, June 6, 2014**  
8:30 am - 4:30 pm

### Location:

**ALoft Plano**

6853 Dallas Pkwy. Plano, TX 75024

### To Register:

(800) 273-4996 ext 701  
[www.culturetopia/events](http://www.culturetopia/events)

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