



In-Class

# Impressive Business Presentations

Price  
\$780

Duration  
2-Days

Level  
Open-Entry



## → About this Course

Given today's business environment you need to communicate well and present yourself professionally; both face-to-face and virtually. The ability to deliver an effective business presentation to customers, colleagues, and management is an asset that can effectively craft actions, or illicit rich insights.

For most us, working individually on slide decks, having limited time and a greater focus on delivering just the key points can be challenging. Business presentations require planning, structure, data and interesting story-telling narratives to drive audiences towards your recommendations.

This course aims to take you through a realistic look at the entire process with the focus on structuring and designing content, in addition to the delivery; thus, achieving presentation outcomes.

### What are the key takeaways I can readily apply?



**Use the Assertion-Evidence model to craft meaningful messages, insights and actions.**



**Understand and implement fundamental data visualisation practices.**



**Structure stories using Logic Trees and proven Framing techniques – based on audience & outcome.**



**Deliver presentations in a confident and authentic manner.**

...and more.

## → Who is this course for

Anyone requiring a presentation for their job role ranging from different designations, tasks and industries. Whether it's to inform, sell, market, propose or influence, this course is for you.



### Mark James Normand

Mark co-founded Impress Training in 2007 with the vision to raise the quality of training programmes that focused on key areas of business and issues of affecting productivity. He has trained medium-sized and multinational companies at different levels of management, from C-Level to Executives. Including companies such as IDC, Coca-Cola, Rhode & Schwarz, AIG, SingTel, CapitaLand, ZF Asia Pacific, Kongsberg Maritime, Government Agencies and more.

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## → Day 1

### **Presentations Today.**

A brief look at the key outcomes, issues, insights and research behind modern presentations. Gain an appreciation for the science of presentations – and why it impacts the writing, visualisation and delivery of content.

### **Assertion–Evidence Model**

Learn proven techniques of writing presentation material and reducing information redundancies. With key message–headers and supporting visual evidence significantly improving the audience’s understanding and recollection.

### **Fundamental Data visualisation**

Filtering, what is essentially a course in its own right – down to the fundamentals of data visualisation used in most everyday slide decks. Understand basic chart vocabulary, pre-attentive design and framing insights.

### **Crafting Executive Summaries**

Anyone that has written a proposal, tender or management report will know the importance of being able to summarise key ideas and performance figures. Understand the three forms of executive summary and practice synthesising large amounts of information.

## → Day 2

### **Quick showcase of PowerPoint Best Practices.**

Understand how best practices can save time and money in producing slide decks. See examples of Media Libraries, Layouts and a few quick tips and shortcuts.

### **Planning a Business Storyline**

Before storyboarding, you need to know who your audience is, the purpose, and basic framing of the presentation. After ideation, learn a simple method for logically structuring key topics and basic story flow– using Logic Trees.

### **Storyboarding Content & Delivery**

Script (verbal) and visualise (supporting content) the presentation incorporating the Framing techniques for introductions and the SEES model. Using templates to help guide the process.

### **Group Presentation & Video Recording**

Groups will work a custom scenario allowing them to put all the methods they learned in to practice. Everyone will be given an individual analysis of their performance.

## → Method of learning

- Mini-lectures
- Quizzes
- Various Individual and Group exercises
- Content redesign exercises
- Q&A
- Presentation Delivery
- Video Recording

## → Any Prerequisites?

Registration is open to participants to both novice and seasoned presenters.





We look forward to hearing from you.

Register



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**A very informative and refreshing course which will bring the team to the next level. Not only from a business presentation content prospective, but how to properly deliver at the same.**

**Karsten Kemna, Regional VP, Wincor Nixdorf**



**“This is a good course. Instead of the usual training where we get all the dos and don'ts. 10 points to remember, it gives a very practical approach to improve our presentation skills”**

**Michele Lee, Channel Operation Manager, EMC International**

