

Communication

Impressive Business Presentations

Insight-driven storytelling using science-backed strategies to engage audiences.

\$950 / 2 Days

Delivery
In-Person

Level
Intermediate

About the Course

Do your presentations impress... or leave audiences disengaged and unconvinced? This course will equip you with proven techniques to craft impactful presentations that achieve real results.

We've all been there – boring presentations and text heavy slides. The reason most presentations fail are due to weak structure, irrelevant content, no story messaging and a lack of scientific understanding of how audiences process information. This leads to missed opportunities, wasted resources, and an inability to push business goals.

We all need to communicate well and present ourselves professionally in today's business environment; both face-to-face and virtually. The ability to deliver an effective business presentation to customers, colleagues, and management is an asset that spans a whole career.

This course aims to take a journey through the entire process of putting a business-oriented presentation together that can effectively craft recommendation, illicit rich insights or incite action.

3 Takeaways



Compelling storytelling techniques to frame messages.



Develop a strong presentation blueprint with strong storytelling



Applying Scientific Principles for Enhanced Presentations

Who is this course for?

Anyone that needs to communicate to business setting

You'll learn:

- ✓ Craft compelling narratives that resonate with data-driven insights, not just aesthetics.
- ✓ Structure your presentations for maximum clarity, and impact, minimizing cognitive information overload.
- ✓ Tailor your message to diverse audiences and their specific needs by understanding techniques of Framing and Assertion-Evidence models.
- ✓ Deliver with confidence in both face-to-face and virtual broadcast settings.

Day 1

Here's what you get to learn in this course



Introduction to the Science & Insights of Delivering High-Performance Presentations

Using Logic Trees to build a Story Framework

Crafting Compelling Message-Insights with DataViz & Storytelling techniques.

Topic 1

Introduction to the Science & Insights of Delivering High-Performance Presentations

We'll explore cutting-edge tools like AI and dissect the challenges individuals and organizations face. But more importantly, we'll delve into the psychology of persuasion and how human minds perceive information and how it affects your presentation outcomes.

- Identify common pitfalls: Analyse challenges individuals and organizations face.
- Realise the depth of knowledge required for truly effective presentations and test your Data Literacy skills.
- Understand the current landscape: Trends, tools, and the rise of AI in presentations.
- Understand psychology principles that influence audience perception.
- Get hands-on: Craft a "quick presentation" and receive personalized feedback.

Topic 2

Using Logic Trees to build a Story Framework

Before any house can be constructed – it needs a blueprint - and presentations are no different. The reason so many presentations fail is because they jump directly into PowerPoint. This session equips you with easy concepts to transform your ideas into structured, captivating narratives.

- Master Logic Trees: Architect your presentation through visual branching techniques, ensuring completeness and focus.
- Unlock MECE Principles: eliminating redundancy and confusion.
- Empower AI Assistants: Discover how Modern Large Language Models (LLMs) can streamline and accelerate your outlining process.

Topic 3

Crafting Compelling Message-Insights with DataViz & Storytelling techniques.

This topic goes beyond aesthetics to equip you with a proven method for writing clear, concise, and data-driven business slides.

- Learn DRESS Principles: to help review and refine content and information overload by eliminating duplications and redundancies.
- Harness Assertion-Evidence Writing Styles: Craft compelling narratives by linking clear messages (assertions) with supporting evidence (data visualizations).
- Data Literacy over Visualization: Understand interpreting and selecting appropriate data for impactful visuals, not just creating fancy charts.
- Leverage AI Wisely: Discover the strengths and limitations of AI (like ChatGPT) for content creation and how to effectively utilize it within your writing process.

This will aid in creating presentations that are insightful and contextual, and not just informative.

Day 2

Here's what you get to learn in this course



Craft Strong Executive Summaries & Compelling Closings

Tailor Messages with Framing Techniques

Step into the Spotlight: Group Presentation with Live Recording & Feedback

Topic 1 Craft Strong Executive Summaries & Compelling Closings

Most organisations are pushed for time and clear, concise one glance summaries can save time and speed-up communication. This topic delves into crafting powerful executive summaries and impactful closing slides, ensuring your storytelling drives action.

- Unveil different categories of executive summaries: Discover various formats like problem-solution, performance-based, or strategic summaries, tailoring them to different audiences and purposes.
- Cut the fluff, hone your message: Master reductive techniques to condense complex information into clear, concise summaries that capture the essence of your presentation.
- Close with conviction and clarity: Craft compelling closing slides with clear next steps, leaving your audience informed, inspired, and ready to act.

Topic 2 Tailor Messages with Framing Techniques

Words matter. This topic will showcase and equip you with key framing techniques to craft compelling narratives to specifically target different audiences. Discover how framing your message can influence audience perception and action.

- Harness the power of Negative Framing: Master the SCR (Situation-Complication-Resolution) method to highlight potential drawbacks and present your solution as the answer.
- Master the art of Positive framing: Learn to highlight the positive outcomes, benefits, and value your solution offers, resonating with the audience's desires and aspirations.
- Quantify Data and Statistical Framing: Translate qualitative advantages into measurable outcomes and positive impacts for the audience.

Topic 3 Step into the Spotlight: Group Presentation with Live Recording & Feedback

Get ready to showcase your skills! On the second day, you'll collaborate in groups to craft a dynamic presentation, putting all the learned methods into action. You'll present in front of a green screen, creating a professional broadcast-style setting for your recording.

But here's the twist: You'll present in front of a green screen, creating a professional broadcast-style setting for your recording. This video recording allows you to analyze your own presentation and receive personalized feedback.

Benefits:
 Experience real-world presentation scenarios: Gain confidence presenting in a professional setting.
 Apply learned techniques: Put your newfound knowledge into practice through collaborative teamwork.
 Self-assess and improve: Watch your recorded presentation to identify areas for growth.

Meet Our Trainer

Mark Normand

“ A mind-blowing professional training course that helped my team with techniques to structure & plan good presentations before diving into it.

Valerie Lee, Head Corporate Development

“ Mark is very engaging and approachable, along with excellent delivery of course content.

Cedric Ang, Associates Investments



Mark co-founded Impress Training in 2007 with the vision of raising the quality of training focused on tomorrow's future workplace and the skills required.

Impress Training has since evolved into a training company with a reputation for delivering high quality training, customised content production, with a heavy practical emphasis.

In addition to Impress Training, he is still engaged in individual projects; but his other business venture is back in the UK in the tourism sector - constructing properties and letting them as luxury self-catering cottages. He is also venturing into the business use-cases of Generative AI and how these can be applied.

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, DHL, ESRI, SingTel, ZF Asia Pacific, Kongsberg Maritime, Sure-Reach, Mapletree, ST Electronics, PSA International, DB Schenker, OCBC Bank, NCS, various Government Ministries and Agencies and many more.

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