

Advanced Presentation Skills for the Healthcare Leader™



SPEAKING & TRAINING
EXCELLENCE

ADVANCED PRESENTATION SKILLS™ Course Leader's Guide

How to Design and Deliver the Best
Presentation of Your Life ... Every Time!



MISSION:

How to Design and Deliver the Best Presentation
of Your Life ... Every Time

YOU WILL LEARN HOW TO:

- ▶ Systematically design a powerful O.P.E.N. and C.L.O.S.E. every time.
- ▶ Handle difficult personalities with hidden agendas.
- ▶ Establish instant credibility and subject mastery.
- ▶ Utilize personal anecdotes to captivate your audience and dramatically illustrate your points.
- ▶ Develop and write relevant training modules.
- ▶ Continuously read your audiences' mood, regardless of numbers.
- ▶ Utilize the use of the CLS "Buddy" system to gain instant audience control.
- ▶ Inspire each participant to take ownership for their personal learning experience.
- ▶ Avoid the 12 deadly mistakes that cause boredom with proven audience energizers.
- ▶ Overcome the 13 barriers of training success.
- ▶ Create individual eye contact with every member of your audience.
- ▶ Dress for success and audience acceptance.

SEMINAR ATTENDEES SAY IT BEST:

"I've begun learning a very valuable technique to improve my relationship with my clients and my audience."

– Brian Tracy, Professional Speaker

"Very dynamic! I now feel encouraged to reach for my potential."

– Larry Broad, Acting Exec Director, St. John's Ambulance

"Your program did more than "draw out" what I already knew. You have no idea how valuable "audience participation" was for me... I have made a commitment to become a master in the use of audience involvement."

– Don Shapir, President, First Concepts Development Corp.

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 Custom Learning Systems

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EDUCATIONAL OFFERING:

1. The Incredible O.P.E.N. and C.L.O.S.E.™

Design and Deliver a Powerful Open and Close.

- ▶ Captivate your audience within the first two minutes, and keep them on the edge of their seats.
- ▶ Utilize seven guaranteed techniques to overcome nervousness.
- ▶ Inspire your audience to take immediate action.
- ▶ Apply the three key secrets to leave your audience wanting more.

2. The Genius of Great Audience Participation™

Empower and Create Audience Ownership.

- ▶ Develop 21 powerful audience involvement exercises.
- ▶ Utilize three proven methods for quick thinking and responding on your feet.
- ▶ Turn dry technical facts and ideas into a memorable learning experience.

3. Presentation Mastery™

Educate, Entertain, and Motivate Every Time!

- ▶ Utilize the CLS 21-step method to custom-design and tailor your presentation and make it precisely relevant to each audience!
- ▶ Adapt to your audiences' preferred communication and personality styles.
- ▶ Improve your personal power through voice projection techniques.

4. The Secret of Audience Empowerment™

Inspire through Wit and Wisdom.

- ▶ Consistently create the magic of the "teachable moment."
- ▶ Set up your meeting room with the same system used by professionals.
- ▶ Apply the secrets professionals use to motivate, inspire, and empower.

5. High-Impact Program Design™

Write and Design a Dynamic Seminar, Workshop, or Keynote Presentation.

- ▶ Select the appropriate format and presentation for each audience.
- ▶ Facilitate role playing and case studies.
- ▶ Apply the seven commandments of workshop design.
- ▶ Stay on schedule every step of the way.

6. The Transformation to Training Professional™

Use the Three Secrets of Professional Success!

- ▶ Design and use the CLS E.V.A.L.U.A.T.E. system to gain invaluable feedback on where and how to improve content and delivery skills.
- ▶ Apply the concept of EXCELLENCE: "Doing 1,000 things 1% better."
- ▶ Implement two incredible ways to win and keep your audience.
- ▶ Adapt the seven steps of "How to Turn Professional."

