

THE PERSUASIVE PRESENTER

Influence & Persuasion Strategies for Experienced Presenters and Speakers

Learn how to present with intent to move audiences to take action. This masterclass prepares you to win new clients, convince management and boards to approve proposals or move any party you want to your camp. Learn the techniques for making any meeting, speech, or presentation outstanding when the intent is to engage, persuade, influence or move to action.

The masterclass includes individual participation for applying persuasion-driven presentation skills. It is designed to take you to the next level of professional advancement by teaching you the communication techniques to become a recognized influencer in your organization, profession, or industry.

Note: This **intermediate-to-advanced program** is for **experienced presenters** and does **not** teach PowerPoint basics or how to give presentations, though attendees will learn how to better use information design with presentation software like PowerPoint. Attendees will learn how to sharpen their influence and persuasion skills and presentation dynamics to attain a desired outcome from any audience.

Don't send out your executives and leaders to deal with the press, investors, government regulatory agencies, and stakeholders without knowing how to favorably engage audiences, position their authority and influence actions or decisions!

Masterclass Outcomes:

- Enhance your presentation and influence skills when you want an audience to take a course of action, change a behavior or attitude, or make a decision.
- Balance the rational, logical elements with the emotional ones in your presentations.
- Apply the basics of information design to PowerPoint slides for creating presentations that engage and interest audiences.
- Understand what motivates audiences to listen, engage, participate, and respond to the content in your presentation.
- Assess first what your audience wants or needs to hear, with an emphasis on messages that you need to communicate and your audience needs to hear.

- Apply the craft of storytelling with purpose, relevancy, and intent to make the emotional connection with audiences (do NOT discount storytelling as an effective persuasion tool because people remember stories over facts).
- Connect stories, examples, and content in a structured way that leads audiences to your “call to action” (what action you want them to take).
- Properly structure the different sections of a presentation so the audience is engaged to the end (never put your Q&A at the end of your presentation).
- Apply body language, physical movement, and gestures as visual punctuation to have audiences see, hear, and feel the content of your message in both virtual and in-person environments.
- Use different tools of persuasion and influence to build audience approval and enhance your status as an influential presenter.

Here’s What Attendees Have Been Saying About This Masterclass...

- ☑ *“This [masterclass] was like drinking from a firehose. All great tips.” –Maurice H.*
- ☑ *“Super helpful!!! I’ve presented numerous times and now I’m realizing what I did wrong and what I could’ve done better.” –Desi L.*
- ☑ *“Incredibly useful and practical suggestions.” –Katharine F.*
- ☑ *“Very beneficial. I’ve never had this type of training.” –Wendy H.*
- ☑ *“The PowerPoint and information design content has been priceless!” –Tanya T.*
- ☑ *“The best training this week. I’ll definitely be a better presenter after this!” –Babatunde A.*
- ☑ *“I often have to provide ‘informal’ presentations to special agents and assistant U.S. attorneys, so this masterclass was very helpful!” –Rebecca U.*
- ☑ *“This is great stuff! I can use it in both my professional and personal life.” –Kari W.*
- ☑ *“Best speaker I’ve heard in a while.” –Claude W.*
- ☑ *“This was valuable on SOOO many different levels!” –Michelle L.*

Program Options

Virtual half-day program: **\$5,500**
Bundled Keynote + 90-minute Breakout session: **(call for details)**
Available as pre-/post-conference full-day workshop or two-day corporate masterclass: **(call for details)**