

## HOW LEADERS CONNECT: CRAFTING AND DELIVERING IMPACTFUL PRESENTATIONS

### Overview

As a leader, there is no getting around board presentations, marketing presentations, executive committee meetings, new product announcements, annual sales meetings, user group conferences—your job as a leader calls for speaking under pressure.

But how do you perform in these situations? Do you speak with confidence? Do you make points clearly and logically? Do you project yourself and your company in the best possible light? Do you get the audience reaction you're looking for?

It's impossible to overestimate the role your presentation style plays in the success of your message. What your listeners think of your ideas, your products, and your entire organization is affected by how they react to you as a speaker.

You've gotten to your leadership role because you're good at what you do. You want your confidence as a leader to come across when you present. This highly-rated program, offered in exclusive partnership with Nick Washienko, a leading expert in business presentations, does just that. It gives you the knowledge, the skills, and the attitude that you need to add that extra 15-20% that gives you your competitive edge in delivering impactful messages.

### Who Should Attend

Experienced managers and business people who present in critical business situations

### Benefits and outcomes

- Understand why the way you've been taught to present no longer works
- Learn how to shift your thinking from the classical to a conversational model
- Structure a talk so that it is easy for you to deliver and easy for your listeners to follow
- Grab your listeners' attention with a clear and strong start
- Project the 'quiet confidence' that is a sign of a real leader
- Create a 'teachable point of view' that informs your communications

### Program Curriculum

The workshop is divided into seven sections (see **The 7 Steps to Presentation Excellence Model™**). Each section addresses a topic of 'presentation content' or 'presentation delivery.' The group discusses each topic aided by the use of video clips from actual examples. Each topic then forms the basis of an exercise performed by the participants. This exercise is videotaped and critiqued. Time is provided for one-on-one feedback from the instructor. At the end you'll not only understand what makes a successful presentation, you'll improve the quality of your talks demonstrably.

## Day One

- Introduction
- Overview
- Benchmarking Present Level of Performance
- Understanding How Leaders Connect
- Using Your Physical Resources
- Outlining Your Talk

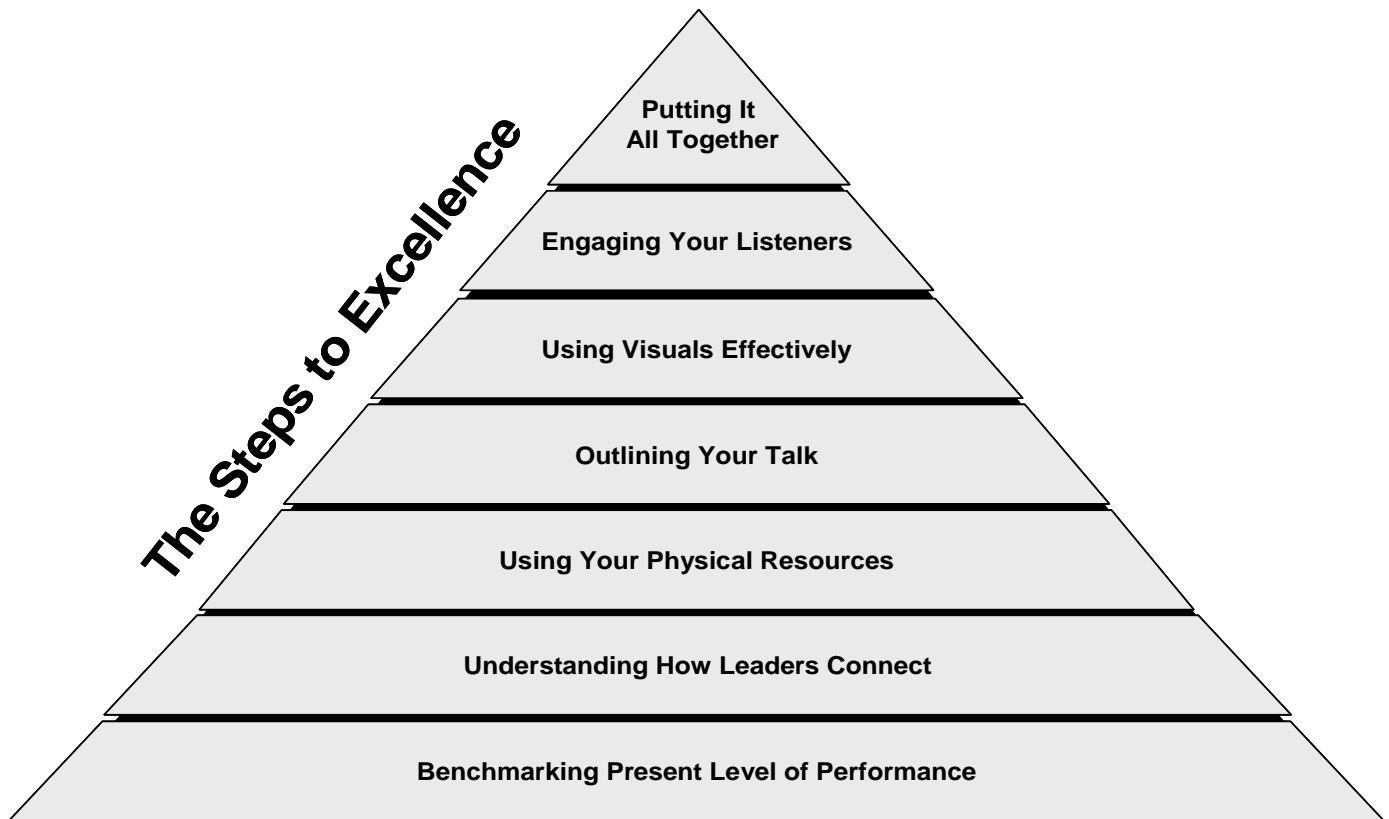
## Day Two

- Outlining Your Talk (continued)
- Using Visuals Effectively
- Engaging Your Listener
- Putting It All Together
- Dealing with competing demands

## Program Methodology

1. Your listeners react far more to you as a person than they do to your content:  
This means that to be effective you must connect with your listeners from the very beginning and continuously engage them throughout your entire presentation. We call this: 'mastering the speaker/audience dynamic' and it includes presenting yourself and your ideas in a way that is audience friendly.
2. You learn best by 'doing':  
This means that you will be asked to participate in numerous exercises throughout the seminar.
3. You learn best by 'seeing yourself':  
There is typically a discrepancy between how you think you look/sound and how you come across to your listeners. We make significant use of videotaping to ensure that you see yourself as others see you.

## The 7 Steps to Presentation Excellence Model™



### Nick Washienko, president, Washienko Communication; Linkage faculty member

Nicholas Washienko is founder and president of Washienko Communications, which specializes in preparing senior-level executives for critical business presentations. Nick is a frequent speaker at industry conferences and his work has brought him into every field of business. His extensive experience, his engaging and entertaining style, and his creative use of videotape exercises make his training greatly productive and enjoyable. He is currently working on a new book *How Leaders Connect: The Key to Successful Executive Presentations*.

### Linkage Training Programs are approved by the following organizations

