



# DYNAMIC EFFECTIVE PRESENTATIONS



**Most key business decisions, buyer decisions, and team meetings are shaped by presentations. The quality of an organization's presentations has a direct impact on the quality of their performance and revenue.**

Additionally, employee career growth and job satisfaction correlate strongly with well-developed presentation skills. **The challenge is that most professionals enter the workforce with little to no training in presenting.** They are forced to learn on the job through trial and error, negative manager feedback, or client dissatisfaction.

This makes the cost of poor or underdeveloped presentation skills extremely high:

- Wasted time
- Failed pitches
- Dissatisfied employees and stunted career growth
- Attrition
- Miscommunication and mistakes
- Weakened partner and customer trust
- Lost revenue

**Organizations face significant challenges in developing their employees' presentation skills.** Fear is a major obstacle. In fact, according to a Forbes survey *"20% of respondents said they would do almost anything to avoid giving a presentation including pretending to be sick or asking a colleague to give the presentation, even if it means "losing respect" in the workplace."* Most organizations do not have the internal resources required to develop these skills in their employees.

The good news is, every employee has an innate ability to be a naturally dynamic and effective presenter, with the proper training.

**Impact Speaking Lab's Dynamic and Effective Presentation training is grounded in the Neuroscience of Communication®.** This science combined with our experiential learning modality creates a powerful shift in people's ease and prowess with presenting.

**IN OUR DYNAMIC AND EFFECTIVE PRESENTATION TRAINING EMPLOYEES LEARN:**

- ▶ How to get beyond their brain's automatic response to fear
- ▶ A framework for powerfully connecting to their audience's needs and concerns
- ▶ Strategies to engage and keep their audience engaged throughout their presentations
- ▶ How to create narratives for influence
- ▶ How to be dynamic and influential in all their presentations, including on video

**Impact Speaking Lab's trainings are highly interactive experiential learning sessions.**

Utilizing all learning modalities (visual, auditory, tactile, experiential) via our proprietary worksheets, videos, slides, extensive role play and real-time feedback, we deliver trainings that work for everyone. **We tailor our training specifically for your team's needs.**

**OUTCOMES:**

- ▶ Powerful and effective team meetings
- ▶ Presentations that close deals, get funding, direct decision-makers powerfully
- ▶ Improved brand awareness both internally and externally
- ▶ Eliminate boredom and distraction
- ▶ Improved overall organizational performance
- ▶ Elevated career development and employee satisfaction