



# ENGAGE – Essential Presenting

## including HBDI

**Designed for professionals who are required to plan and deliver persuasive and engaging formal and informal business presentations.**

The course starts and ends with a videoed benchmark presentation. This means that every participant receives one on one coaching and can see the (regularly staggering) improvements they, and other participants, have made over the 2 days.

What makes this presentation skills course unique is the incorporation of the Herrmann Brain Dominance (HBDI) Profiling tool. Participants discover their thinking preferences and then how to adjust their style to different audiences. Experienced presenters have found the inclusion of the profiling extremely powerful.

Course material is based on studies of over 10,000 business presentations and is used globally by many of the world's most successful companies and leaders.

### COURSE OUTCOMES

- o Recognition of personal preferences, their impact on communication and presenting
- o Better understanding of an audiences' communication preferences and needs
- o Understand the impact of your presenting and communication style
- o Tailor your style and message based on an understanding of listener communication preferences
- o Be more confident in all face-to-face presentations and communications
- o Use the Communication Planner™ to map out on one sheet meetings & presentations that result in action!
- o Be more persuasive in all communication
- o Plan presentations, meetings and documents in, at least, half the time
- o Persuade internal and external stakeholders
- o Engage audiences of all sizes and types

### COURSE CONTENT

- Defining Effective Communications
- Your Communication & Thinking Style
- Audience Analysis
- Setting Communication Objectives
- Structuring Any Presentation
- Persuasive Language
- Delivery Skills

### TARGET AUDIENCE

Anyone wanting to improve communication and presentation skills

### DURATION

Two days

### DELIVERY

Instructor Led Training (ILT)

