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## OVERVIEW

The three most common fears are consistently; the fear of falling, the fear of finding oneself naked in a public place and the fear associated with making a presentation - public speaking. Do your presentation skills fall short of matching your expertise and knowledge? Do you have complex ideas and thoughts that you wish to deliver in a way that is easily remembered when speaking? Do you want to be more persuasive in important presentations? If your response is YES to these questions, then you are a candidate for this training.

Being able to make great presentations will not make you successful BUT you can't be successful without being a good presenter. Let me be very clear, there is no such thing as a "natural". The best of speakers, those that make you laugh, smile and cry in a short period of time are ALL heavily coached - from Bill Clinton to Barak Obama... yes, heavily coached.



## FEATURES

- ✓ Live exercises with lots of practice
- ✓ Small break-out groups
- ✓ Some opportunities to record presentations
- ✓ Coaching and feedback from the facilitator and peers

# Effective Presentation Skills

## WHAT YOU NEED TO KNOW

### 1 THE WHO – SHOULD ATTEND

Who will benefit most from this training - executives, sales staff and other professionals who are already engaged in making presentations and want to improve their delivery.

### 2 THE WHY – IMPROVEMENTS

- Speak with more effectiveness, confidence, authority and persuasiveness
- Deliver concise and compelling formal presentations
- Improve ability to respond to questions in presentations
- Communicate effectively under pressure

### 3 COURSE FORMAT

This workshop is NOT one-way. It is coach-led and interactive. It is intended to simulate a live presentation - including the audience. It includes practice and constructive feedback from the workshop coach/other participants.

### 4 PRINCIPLES

- Theory - explain what we want to do and why
- Demonstration - show by way of example - what should it look like
- Imitate - opportunity for practice and feedback
- Review - what did we learn, what was difficult, what might we have changed

## YOUR COACH



Steve Levy has been involved in the sales and marketing arena for his entire career. He has had several leadership roles with Ipsos, the global marketing research/public opinion polling organization, and continues to be a commentator on consumer trends and a frequent public speaker.

He has also taught presentation skills and public speaking, running workshops hundreds of times in over 23 countries around the globe.

While Steve continues to work with Ipsos in a business pitching, mentoring, thought leadership and public speaking capacity, he is focusing much of his time on helping organizations improve their ability to win friends and influence people - effective presentation skills training. For Steve this is a PASSION more than anything else.

## CONTENT / BROAD THEMES

The overall goal is to improve the way people make presentations by providing them with structure, some do's and don'ts, tips and tricks, some practice, lots of feedback/confidence builders and hopefully to leave them with a feeling that they are better prepared to "win friends and influence people".

- Set up and "why are you here/what do you want to get out of this"? - kick off/introductions/ great presenters - what do they do/components of communication/audience & audience attentiveness/temptations/speed, volume, space fillers, acronyms and symbols.
- Storytelling and design - why tell stories/the shape of stories/finding the story - story boarding/the importance of design.
- Delivery part 1 - the story/visual aids, the storyteller - the need to be interesting, convincing and entertaining.
- Delivery part 2 - opening, closing, answering questions and having impact.
- Putting it all together - delivering a presentation (based on prework submitted prior to the start of the program).

## CONFIGURATION

### IN PERSON

- Small group designed to simulate a "real life" scenario
- Delivered over one full intensive day
- Clients are required to provide their own facility or space for the workshop - standard boardroom

### VIRTUAL

- Small group designed to simulate a "real life" scenario
- Delivered in 3 x 2.5 hour online interactive segments
- Session coach will conduct the workshop remotely via Zoom. Participants can take part remotely from their own locations or centrally
- Participants will require reliable internet access and a working webcam and microphone

Whether in person or via Zoom parts of the program will involve video/sound/recording to allow for practice in an environment intended to simulate reality. Participants are put through their paces.

## FEES

Fees are \$800 per attendee with a minimum of 12 attendees.

Fees include program development, review of prework from all participants, communication with participants and program delivery.

Fees do not include expenses, the cost of video/sound equipment/operation (for live scenarios) or an event team (for virtual scenarios) - incremental cost would be approximately \$2500.