

Presenting as a Leader™

Inspire Every Time You Speak

Too many presentations fail to engage their audiences. Why? Because too many of them focus on information, not inspiration.

Delivered in partnership with The Humphrey Group Inc., this program will help you move from an informational to an inspirational style. Develop and deliver presentations that will motivate your audience to act on your ideas. Construct a clear message that reflects your leadership thinking. Create meaningful visuals that add impact and value. Build skills in projecting a confident yet natural presence in every interaction.

To ingrain your online experience, the interactive format facilitates social learning. You will have opportunities to network with your peers and to apply, test and receive feedback on the skills you are learning.

Online Program Format

Delivered over four weeks, the program includes:

- Four online sessions (1.5 hours each) facilitated live by an instructor from The Humphrey Group
- 30 minutes of 1-1 virtual coaching time with an instructor from The Humphrey Group
- One-year access to the online self-learning module “Building Inspiring Presentations”
- Access to an online video for best practices on how to present powerfully and with conviction

Takeaways

- View all presentations as leadership opportunities
- Translate your leadership thinking into a powerful message
- Build a logical structure that is reinforced by strong horizontal logic in your slides
- Think visually to design slides that are clear, beautiful, and impactful
- Speak about rather than read your slides
- Inspire your audience with compelling language
- Use your body language, pace, eye contact, and expression to engage your audience
- Answer questions concisely and confidently

Program Content

Session 1: Determining your Presentation's Purpose

Pre-work activities: Self-Learning Module Part I – “Building Inspiring Presentations”

Real-time online session: Analyzing your audience, opportunity and purpose

Topics:

- Identifying your purpose: are you introducing an idea, educating your audience, or creating a record?
- What do you wish to achieve?
- What kind of presentation and slide deck do you need to build?

Session 2: Structuring your Presentation

Pre-work activities: Self-Learning Module Part II

Real-time online session: Developing a persuasive and logical structure

Topics:

- Identifying what you want your audience to take away from the presentation
- Determining the structure that will work best to prove the message
- Using The Leader's Script to create an outline

Session 3: Thinking Visually

Pre-work activities: Self-Learning Module Part III

Real-time online session: Building visuals that are clear, meaningful and impactful

Topics:

- Thinking visually to create vertical logic on each individual slide
- Ensuring your visuals convey something of value, rather than empty decoration
- When to use text vs. when to use images
- Storyboarding your outlines

Program Content, cont'd

In Between Sessions 3 & 4: Thirty minutes of individualized coaching with the program instructor

Topics:

- Techniques for projecting confidence and connection with your audience: body language, eye contact, pace and expression
- Practicing your virtual delivery

Session 4: Mastering Q&As

Real-time online session: Best practice techniques for handling Q&A scenarios

Topics:

- Structuring concise responses in the moment
- Interpreting every Q&A as an opportunity to influence
- Anticipating and scripting a response to challenging questions

Special Features

This program combines practical, applied learning with extensive personal feedback. You will work on scripts for an upcoming presentation or re-do an old presentation, and receive feedback on your speaking notes, slides and delivery skills.

Audience

This program is for leaders at all levels who wish to develop their presentation skills.

Program Leaders

This program will be led by experienced professionals from The Humphrey Group, Inc.

To Register

Executive Education

www.sauder.ubc.ca/executive

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