The Trusted Presenter

*Inspire Trust and Action Every Time You Present*

Trust goes to the core of effective presentations. Presenters who establish trust and credibility are able to reinforce leadership, win support for resources, facilitate better decision making and make action easier for audiences.

This workshop helps you put your audience at the centre of your approach to presentations. Learn to organize content in ways that make it easy for people to follow and accept. Practice simple delivery techniques that better connect your message to your audience’s needs. Develop a confident presence that projects competence and credibility, and gets you the action needed to move people and projects forward.

The program provides a safe, fun and interactive learning environment. Engaging in a series of practice exercises, you will receive personalized guidance as you learn to improve both the design and delivery of your presentations.

**Takeaways**

- Increase your visibility, influence and trust with colleagues or customers
- Formulate a purpose that speaks to audience needs
- Structure your presentation with persuasive openings, transitions and closings
- Practice delivery skills that capture your audience’s attention and increase your credibility
- Produce compelling visual aids, and make the most effective use of them
- Learn techniques to channel nervous energy positively
- Answer questions in ways that authentically address issues and concerns, while connecting and building trust

**Audience**

Anyone who wishes to build more trust and improve their presentation skills. For example:

- Managers who want to make focused, easy-to-follow presentations that inspire people to act
- Salespeople who need to make sharper, more customer-centred presentations
- Technical professionals who would like to make engaging, audience-centred presentations and respond to questions with clarity and ease
Program Content

Big Picture Thinking
- Why we present and what stands in our way
- The best-kept secret to being present

Understanding the Audience
- Three essential questions
- Adjusting to audience perceptions and attitudes
- Recognizing decision maker’s styles
- Strategies for meeting needs

Formulating Purpose
- Three criteria for getting the purpose right
- The formula for developing purpose

Structuring and Streamlining Content
- A flexible structure that works for almost any presentation
- Ways to organize your key ideas
- Openings and closings
- Using transitions effectively
- Providing evidence and support

Delivering with Presence and Connection
- Building trust and credibility
- Overcoming nervousness
- Stance, movement, hands, voice (pace and projection), eye contact
- Reading body language and resistance

Rethinking Visual Aids
- Overcoming the most persistent problems
- Five essential insights for producing and using visual aids

Optimizing Q&As
- How most presenters erode rather than build trust; avoiding the pitfalls
- Techniques for handling any kind of question with poise and presence
Special Features

This highly interactive program includes skill-building exercises to help you master your approach. You’ll also receive personalized guidance from an expert coach and supportive feedback from a community of your peers.

Program Leader

Doug Mollenhauer is an Adjunct faculty member at the UBC Sauder School of Business. He has taught presentation skills and business writing at many of BC’s best-known organizations for more than 25 years, and coaches senior leaders one-on-one and in small groups on speaking and persuasive communication. He has also been a keynote speaker and a regular contributor to The Globe and Mail on topics pertaining to leadership and business communication.

To Register

Executive Education
www.sauder.ubc.ca/executive
Tel. 604.822.8400 (toll-free 1.800.618.3932)