

## Advanced Presentation Strategy and Design

### **Master Advanced Strategy and Design Techniques for Effectively Communicating Complex Information**

*Developing powerful elegant and brief presentations that propel your audience to action using the Extreme Presentation™ Method*

A recent study by a pharmaceutical company found that as much as 30% of some employee's time was being consumed in the creation of Power Point slides. This results in the 40-slide, text-heavy PowerPoint™ presentation which is not very effective under the best of circumstances, let alone when you are trying to communicate complex or controversial information.

Our audiences have become more distracted, demanding and sceptical. Therefore every presentation must impact them and compel them to act, if we are to retain or gain their confidence.

Justin O'Brien, an experienced senior executive of 13 years, Extreme Presentation Method program facilitator and presentation skills coach of 10, helps organisations, teams and individuals effectively communicate complex information in order to impact their audience.

The program teaches the work of Dr. Andrew Abela, the author of *Advanced Presentation by Design*, and the *Extreme Presentation™ Method* program – a ten step process for designing presentations.

By undertaking the program you will develop a new mindset and method for developing influential, powerful, elegant and brief presentations that drive your audience to action.

In this program you will learn how to:

- Select and present your evidence logically using a hierarchical system that enables you to craft a sound argument.
- Construct a compelling and engaging story by incorporating relevant and interesting anecdotes and sequencing your presentation, by applying the hidden structure underlying all great stories.
- Display your information in a way that is graphically convincing and reinforces your message visually whilst being simplistic but not losing any detail.
- Use powerful audience and stakeholder analysis techniques to understand what will persuade and influence your audience in your favour.
- Define and measure attitudinal and behavioural changes you require in your audience using the "From To Think Do" matrix.

All participants receive a copy of *Advanced Presentation by Design*, the eBook "The Presentation", the *Extreme Presentation Method* workbook and resources valued at over \$200.

The program is conducted in a one day workshop in a public or dedicated format. We also consult in the method on live projects and can conduct one hour to half day programs. The program is also available as a webinar.

In addition to the *Advanced Presentation Strategy and Design* program we also conduct Pitch Consulting and Keynote Speech coaching.