



**PRESENTATION
SKILLS,
TED-STYLE**

A **COMPLETELY DIFFERENT** APPROACH TO PRESENTATION SKILLS

CONTENTS

The concept	3
The programme	4
The feedback	6
The benefits	8
The open course	9
The in-house option	9
The next step	10

Most of us hate public speaking.

It doesn't matter whether we're speaking to a large group or a small one, to people we know or people we don't, in an informal or a formal setting. Whatever the situation, we find it inherently stressful.

It doesn't have to be this way. No-one is born a great speaker. It's a skill to be mastered, like any other. Anyone can do it.

Our 'Presentation skills, TED-style' programme takes the stress out of it. It's a one-day programme designed to help anyone improve their presentation skills, regardless of their starting point. It's based around the iconic TED Talks, the gold standard for public speaking. We will share with you a step-by-step method to inspire and motivate your audience. Master the art of storytelling, learn to paint strong visual imagery and understand how to get your audience behind your ideas, no matter how audacious or complex they seem. A fun and challenging day for those who need to shock, wow and captivate!

THE PROGRAMME

1 What's it all about?

- *Exercise: Audience reaction in three words...*
- Introduction to the spoken word
- Understanding the needs of the listener
- The currency of ideas
- Outlining your intention

2 Finding the story in complex content

- Motivating activity
- Analysing memorable messages
- How do you add value to your content?
- *Exercise: The Six Principles of Sticky Ideas (Dan and Chip Heath)*
- How do you teach something new?

3 Delivering jaw-dropping moments

- Systematic creativity
 - Deliver an emotionally charged experience
 - How to effectively use statistics and data
 - Tactics that get results
- The 'urban legends' concept – what makes stories unforgettable? How elements of the unexpected take content from ordinary to extraordinary.
- *Exercises*
 - The toolbox: hands, volume, pausing, eye contact, expression
 - Energy levels. What percentage are you at?
 - What type of communicator are you?
 - Which TED speakers are the most inspirational?

4 Combatting anxiety

- How to answer difficult questions
- Identifying challenging situations
- Controlling nervous energy

5 Making it personal

- Creating impact
 - Lighten up!!
 - Analogies and metaphors
 - Keeping it simple
 - Pictures and props
- Make an emotional investment
- *Exercise: Personal anecdotes and memories*
- The 9 steps to a TED-level talk, including:
 - Find the emotion
 - Is it novel?
 - Make it memorable

6 Action planning

- *Exercise: Identify specific actions to enhance your presentation style*
- *Exercise: Personal action planning*

THE FEEDBACK

Previous participants on the open programme have come from the following organisations, amongst others:

1st Battalion Coldstream Guards • Alzheimer's Society • Amnesty International • AO Retail • Aston Manor Cider • Aviva • Axis Capital • Barth Haas UK • Ben • Benfield Motor Group • Big Lottery Fund • Blenheim CDP • Boohoo.com • Bourne Leisure • British Council • British Dental Association • Britvic • BT • Bumblebee Conservation Trust • Cathedral Capital • Charles Taylor • Citation • Companion Care • Credit Safe Group • Deloitte • Derbyshire Fire & Rescue • easyJet • England Korfball • English Cricket Board • Epson • ESI Media • Eton College • First Central • Fresenius Medical Care • Highlands & Islands Enterprise • Hope and Homes • HSBC • Ian Williams • Intersystems • Juniper Networks • Kantar • Lancaster University • Landmark • Leonardo • Lookers • McBride • Nectar Imports • McLaren Construction Group PLC • Medicines & Healthcare Products Regulatory Agency • METRO Italia Cash and Carry • Mourant Ozannes • N Studio • Nationwide Building Society • Newlon Housing • Nomad Foods • Northgate plc • NSSL Global • Ofqual • One Touch Property Investment • Phase Four Solutions • Plantronics • Sainsbury's • SCA • Selectamark Security Systems • Shipowners' Club • SITA • South East Water • Steria Group • STFC • Superdrug • Synexus • Takeda • TGS • The Alchemist • The BIO Agency • The British Horse Society • The Data Factory • The Lansdowne Club • TJX Europe • Turner Contemporary • Vale of Aylesbury Housing • Vegan Society • Volac • West Coast Limited • West Sussex Fire & Rescue • Westminster City Council • Wincanton plc • Xcede • Zeiss

Please see opposite for what they've said about it:

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'Fabulous!'

'A genuinely helpful toolkit, that will be really useful to focus how I deliver presentations in the future.'

'Fantastic, really engaging.'

'Superb, compelling, authentic.'

*'My speech last week couldn't have gone better, all thanks to your training. I've never actually heard that level of applause before and the feedback I've had was absolutely FANTASTIC. **I can't thank you enough.**'*

'Engaging training that will change how you present.'

'Extremely knowledgeable and engaging.'

Pitched perfectly to the attendees.'

'A different and effective programme to make you think differently about how to deliver high impact presentations.'

'Brilliant! Really engaging.'

'A real confidence-builder.'

'Excellent presenter – puts into practice what she preaches every time she speaks.'

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THE BENEFITS

The workshop focuses on analysing performance techniques and developing presentation skills, for any face-to-face communication, whether you are presenting to a large group, a team meeting or even just a one-to-one conversation. It's a challenging yet rewarding day which participants say is hugely enjoyable! To allow sufficient time for all participants to get the benefit of one-to-one feedback on their presentations, we restrict the group size to 8 each time.

This is a tried-and-tested programme for all levels, from MDs and CEOs to technical specialists, team leaders and graduates.

The programme will help you:

- Understand what an audience needs from you
- Engage and inspire a team to perform
- Understand your personal style and how to use it
- Show passion in your delivery as well as clear insight into your subject
- Combat nerves, speak up and get your ideas heard
- Learn how to express yourself by standing out and impressing your audience
- Appreciate the difference between communication that sticks, and information that gets forgotten
- Deliver a persuasive and memorable TED-style presentation using a clear nine-step method

By the end of the day you'll have a 'toolbox' to help you deliver compelling and influential messages to the people you need to motivate, persuade or influence.

THE OPEN COURSE

We hold this programme on a regular basis in central London:

- **Dates TBC**

Venue:

British Dental Association
64 Wimpole Street
London, W1G 8YS

It's just a ten-minute walk from Oxford Circus or Great Portland Street tube stations.

Timings:

9.00	Registration and coffee
9.30	Workshop starts
11.00	Break
1.00	Buffet lunch
3.00	Break
4.30	Workshop closes

Dress code: smart casual

THE IN-HOUSE OPTION

If you have several people who would benefit from this programme then, of course, an **in-house workshop** is a much better option. We have delivered it on this basis to numerous clients over the last few years and would be delighted to do so for you as well.

Alternatively, you might prefer the **one-to-one coaching** option. Or, of course, you might want a **bite-sized** training session or even a **keynote** conference presentation.

So, whatever your requirement, please just give us a call on **01582 463460** to discuss it.

THE NEXT STEP

If you've got any requirements at all around presentation skills – whether that's for an in-house training programme for a group of people, a bite-sized session, one-to-one coaching or a keynote conference presentation – then please just give us a call on **01582 463460** to talk it through.

Maximum Performance

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