

## Briefing and Presentation Techniques to Impress VIPs and Organizational Leaders

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### "Briefings That Get *Results* in Government Organizations"

#### 1 and 2 Day, *Hands-On* Workshops for Government Employees

Visibility is a key to success in government today. Give yourself, and your organization, a leading edge. This workshop shows you how to plan, organize and present your ideas *powerfully and confidently* when briefing high level individuals and decision makers. Gain impact skills to make your next presentation *really* showcase your strengths. This workshop firmly focuses on the practical, specific *how-to* techniques of making high performance presentations.

#### Some of the topics you will cover —

##### Introduction

- How to use this workshop to design your own briefings & presentations
- Types of presentations you are expected to produce
- Common misconceptions about presentations
- *Breakthrough presentations*—The successful presentation checklist

##### Planning & Preparation

- Defining your goal & message
- The VIP audience
  - Analyzing their needs & expectations
  - 3 key facts
- Focusing your presentation for power
- Presentation strategies
- Developing an easy presentation plan
- Expressing your knowledge
  - Collecting your thoughts
  - Using a single sentence to guide your research
- Creating a schedule
- Fitting your presentation to the time limit
- The components of a strong presentation
- Powerful persuasion techniques
- Avoid these planning errors
- What to do when you don't have time to plan

##### Organizing

- Outlining isn't necessary anymore
- Creating a presentation format
  - Get organized quickly
- The introduction
  - Directing the audiences attention to *your* objective & *your strengths*
- How to arrange your points for maximum effect
- A strong conclusion that gets the results you want
- Breaking the rules—when & why

## Developing the Presentation

- Guidelines for writing a powerful presentation
- Start with your ideas
- Make them communicate
- How to set up a logical flow to your presentation
- Influencing your audience
- How to get attention & interest
- The elements of style
- Preparing your script—don't begin by writing
- Supporting materials
- Credibility—how to establish it, how to hold it
- Making a strong introduction to set the tone
- Presentation design & style
- Adding message-driven graphics for *real* impact
- Easy visual tactics that make your audience remember you and your message
- Charts & graphs: Visualizing data
  - Winning numbers—how to use business facts & figures to make your point
- Handouts
- **Checklist**—*Developing your presentation*

## Delivery

- Be a leader
  - How to get control
  - How to stay in control
- Delivery techniques & tips
- Important aspects to presentations
- How to appear confident—even when you're not
- Informative strategies
- Persuasive strategies
- Using humor & analogies
- Tips for answering the tough questions
- Evaluations & critiques—practicing & improving your techniques
- Strengthen your natural presentation style



- What image do you convey?
  - What image *should* you convey?
- Quick-thinking presentation survival tips
- Techniques to help you win support—even with unpopular topics
- *Pre-presentation checklist*

### **Presentation Hazards**

- Expecting the unexpected
- Overcoming fear of speaking
- Building your confidence
- Anticipating questions & practicing your responses
- Hecklers & hostile audiences
- Ad-libbing & winging it

### **When You're in *Charge*—*Making the Briefing a Real Standout***

- Tips & techniques
- *The Government Presentations Toolkit* including checklists, forms, tip sheets

*Note: The second day allows each participant to practice techniques learned in the workshop and to be personally evaluated.*