

Captivate Your Audience!

The Art of Designing and Delivering
Effective, Customized Presentations

What Works! Presentation Skills

What Works! Communications is excited to offer you a highly effective presentation skills program customized specifically to meet your most important needs and objectives.

Most people fail to take advantage of the one skill that is guaranteed to set them apart from the rest and give them an unfair advantage in business and in life. And that is the ability to effectively communicate their thoughts, beliefs and ideas to the people around them.

The overall objective of this program will be for each of the participants to gain measurable and impressive growth in their abilities to **present effectively and confidently**, whether presenting in front of small or large groups. This comprehensive one or two day presentation skills program will incorporate the following elements:

- **Developing content based on the audience's needs**
- **Designing a powerful presentation from start to finish**
- **Delivering your presentation to captivate your audience**

Our training will consist of a blend of instruction, collaboration, and exercises. Ideal class size for our one or two day programs is between 8 and 12 people. We have also delivered our shorter programs for as many as 150 people. Your program will be fully custom designed so that you will achieve the greatest value possible for your investment. We conduct thorough interviews and assessments with your management team and program participants prior to the training.

Our programs are **fun, engaging and interactive**, which helps to create an ideal environment for effecting positive long lasting change. What Works! Provides follow up training and coaching so that the participants will maintain their newfound skills while continuing to grow and develop.

Tom Drews, your instructor, is considered to be a leading expert in designing and delivering captivating presentations, having delivered training programs for organizations including Google, WebEx, The British Consulate, VERITAS, Hyperion Software, Symantec and Oracle.

What Works! Course Outline

I. Presentation Design

The objective of this module will be for each of the participants to learn a simple, efficient and highly effective method for designing a customized presentation from start to finish. Participants will learn to utilize the What Works! Presentation Template to assist them in designing their presentations in as little time as possible. Once participants have learned to design their own presentation, they will construct an opening based on a real world example. Some of what we will cover includes the following:

- Understanding the audience's most important needs and objectives
- How to design the presentation using the What Works! Template
- Designing a captivating opening to grab the audience's attention
- Crafting entertaining stories to hold their attention throughout
- Making the most of your visuals, including PowerPoint design
- How to close and leave your audience with a message they won't forget

II. In Person Presentation Skills

Our goal here is for each of the participants to significantly enhance their ability to present effectively in front of small to large groups. Once each individual has crafted their opening, they will present in front of the group and receive presentation coaching and feedback. Instructional content will include the following:

- Eye communication, facial expressions, voice, gestures, movement and posture
- Strategies for conquering the fear of speaking in front of groups and individuals
- Preparation, practice and rehearsal strategies
- Eliminating distracting behaviors such as ums, ahs and you knows
- Engaging the audience with engaging and entertaining stories
- Making the most of technology and how to use it effectively
- Handling difficult questions and responding with poise

III. Presenting Online (optional)

One of the greatest challenges we face when delivering WebEx presentations is keeping our audience awake, alive and interested. You may have the greatest message in the world, but it means next to nothing if you can't effectively engage your audience while presenting in the virtual environment.

This program is specifically designed for anyone that uses WebEx and would like to more fully engage their audience so that they can achieve their most important objectives. Ideally, a portion of this course will include having each of the participants present online using WebEx while at the same time receiving personalized coaching. Some of what participants will learn include the following:

- The number one most important strategy for captivating your audience
- Ten best presentation strategies from the top 5% of WebEx sales people
- The most important WebEx tools and how to effectively use them
- Using live video to connect and bond with your audience
- Strategies for creating interaction and gauging your audience
- How to make the most of your voice and other delivery skills
- Engaging your audience with the various annotation tools
- Handling technology glitches and problems during your presentations
- Making the most of visuals with photos, graphics, multi-media and video
- The top five biggest mistakes people make when presenting online



Tom Drews

Tom Drews is a consultant, speaker and the President of What Works! Communications. He is considered to be a leading expert on designing and delivering captivating presentations, having delivered his programs for organizations including Google, Symantec, The British Consulate, VERITAS, ADP, WebEx and Oracle. He was previously VP of Sales for two different fast growing technology companies in San Francisco, and ran a sportswear company selling his product to 87 department store chains, including Macy's, Footlocker and Wal-mart.

Tom has learned to deliver entertaining and engaging programs as a result of his spending time in Hollywood as an actor, where he studied improvisation, performed stand-up comedy and acted in soap operas including Days of Our Lives and General Hospital. His real claim to fame was going on The Dating Game.

Testimonials

"I have never received so much value in a single training. It was a completely engaging, challenging and fun course. Our group actually looked forward to coming back from breaks and testing their new found speaking skills. Tom adapted throughout the course to our team's unique needs. The day was over before we knew it and everyone left eager to continually build upon what we had learned."

Brogan Taylor, Major Accounts
WebEx Communications

"Tom made an immediate impact with his ability to come in and establish credibility through his understanding of our requirements, our terms, and the need to have a program customized to our specific business. Tom's clear preparation and professionalism were evident throughout the process and the time invested in the program was very worthwhile. Spending any length of time out of the field or office is stressful. Time spent with Tom was informative, entertaining, and a valuable investment."

Susan Hollister, Training Director
Symantec

I liked Tom's simple and effective approach to presentations skills, content, structure and delivery. He taught us how to formulate a presentation for any occasion by using some simple techniques. Tom is a natural, engaging and keeps his audience focused on the message.

Jonathan Morton, Marketing Executive
Unilever

"Thanks to What Works! I was able to organize my presentation in an impact way to convince my boss to approve my new program proposal on the spot."

Lisa Villasenor, Director MarCom
WebEx Communications

"The training and coaching with Tom Drews was extremely beneficial in tuning my presentation skills. With the skills that Tom can foster in our sales force, \$2 Billion in sales is a reality not a target."

Paul Armstrong, Systems Engineer
VERITAS Software, Inc.

I would strongly recommend What Works! to other European Governments and companies. Tom was an excellent moderator, and the content of the program was mission critical for our organization.

Phillipp Jerusalem, Manager IT
East German Government, Berlin, Germany