



MESSAGE BUILDER

Move Beyond Presenting

For Business Professionals

Come into the workshop with an idea and leave with a presentation worthy of a Corporate Ovation!

How Will You Benefit...

- Bring a current presentation idea and leave with a fully completed presentation and slide deck
- Construct a presentation to be delivered completely in 9-minutes
- Select an appropriate structure (logical) model for constructing the appeal to your audience's left brain
- Work with your peers in the evaluation and development of your ideas for engaging the audience
- Create metaphors for use in engaging your audience
- Practice incorporating interesting audience interactions
- Create a corporate story and deliver it in less than 2 minutes
- Identify how the four levels of visual aids can be used most effectively in your presentations
- Rehearse and deliver a presentation with visual slides to support the message and the purpose

NOTE: Please bring your laptop!

Workshop Description

Purpose, Audience & Timing

- 9-Minute Presentations
- Why 9 minutes?
- When to use this model

The Four Delivery Styles

- Delivery styles defined
- How to select a style?

Structured for Meaning

- 1-2-3 Method
- Answer first
- Problem and solution
- Timeline delivery

Message Support to Engage

- Data, research, and stats
- Audience interaction
- Metaphors and analogies

Corporate Storytelling

- Elements of a story
- Engaging story delivery

Four Levels of Visual Aids

- Types of visual aids
- Visual design
- Flow and timing

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Course Activities

1

Develop the Body Structure

Using the situation brought to class, each participant will build a storyline for their presentation based on the thinking models taught.

2

Identify and Practice Engagement

Each participant will work alone and in groups to identify the most effective techniques for engaging their audiences.

3

Construct a Corporate Story

After learning when and how to use stories, each participant will develop a story to be used in their presentation as engagement of the audience.

4

Develop the Visual Aids

Creating the visuals will be done with construction of a slide deck on your laptop.

5

Deliver the Presentation

Presentations delivered and video recorded for students