

MESSAGE BUILDER

FOR BUSINESS PROFESSIONALS

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

DURATION - 1 DAY (7.5 HOURS)

HOW YOU WILL 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

Please bring your laptop!



COURSE TOPICS

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

COURSE ACTIVITIES

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.

IDENTIFY AND PRACTICE ENGAGEMENT

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

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.

DEVELOP THE VISUAL AIDS

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

DELIVER THE PRESENTATION

Presentations delivered and video recorded for students

CONTACT US!

Call us at 01 5240257 or email us at info@nxtgen.ie for more information

www.nxtgen.ie

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