

“Presentation Design” Online Coaching Series

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Want in-depth presentation coaching from the comfort of your home or office?

If so, this Web-based instruction and mastermind support group is for you! The three-hour, twice-monthly Web sessions will guide you in creating your own high-impact presentation from start to finish. You'll use simple, elegant design techniques and scientifically proven learning principles!

Module 1: Conducting Your Needs Assessment

- ❖ Pinpointing your subject, purpose, and the stakes involved — how important is your event?
- ❖ Framing your audience's perspective to grab attention and create an unforgettable rapport:
 - ❖ How to research your audience's needs, wants, goals, aspirations, and challenges
 - ❖ Using *personas* to create your audience profile (we'll review and discuss sample profiles)
- ❖ Identifying the actions you want your *audience* to take, and follow-up steps *you* can perform
- ❖ Selecting a physical or online presentation venue; researching its capabilities and limitations
- ❖ Planning ahead to reuse your presentation material — saving future time, money, and effort
- ❖ Assessing the time, resources, and level of effort you'll need to achieve your desired impact

Module 2: Building Your Story Structure

- ❖ Brainstorming and selecting the topics that matter most to your audience
- ❖ Structuring your story using a powerful, 3-part process:
 - ❖ **Part I:** Developing your audience orientation
 - ❖ **Part II:** Organizing your topics, subtopics, and details
 - ❖ **Part III:** Recapping your story, solution, and call to action
- ❖ Framing your handouts so that they'll work seamlessly with your talk
- ❖ Crafting your presentation components to be quickly reusable elsewhere



Module 3: Designing and Illustrating Your Slides

- ❖ Using printed or electronic storyboards to rapidly sketch your concepts
- ❖ Mapping and color-coding your slides from your 3-part story structure
- ❖ Designing your own “visual vocabulary” by choosing relevant themes, metaphors, symbols, and typography to memorably connect your ideas
- ❖ Preparing and incorporating literal or factual images, such as graphs, charts, and diagrams
- ❖ Locating or producing other relevant graphics to add drama and power to your presentation

Module 4: Creating Impact During Delivery

- ❖ Rehearsing, timing, and polishing your talk so that your presentation is smooth and effortless
- ❖ Finalizing and integrating your handouts to synchronize perfectly with your message
- ❖ Creating promotions for your event — where exactly do you need to advertise?
- ❖ Proceeding to deliver a stellar performance!

Additional practice, critiquing sessions, and advanced topics are available on request.

To learn more, please visit: LearnShareProsper.com/presentations.html