

Mastering Your Presentations:

No-nonsense strategies for presenting & facilitating in today's business environment

This document contains information about our individual enrollment workshop entitled *Mastering Your Presentations*. It includes a description of the learning objectives, workshop agenda, an overview of our methodology and information about eCoach, our unique online skill-reinforcement tool.

Overview and Learning Objectives:

This 2-day comprehensive workshop is interactive and realistic. It builds the skills you need to manage with confidence all aspects of the presentation process. Throughout, you will work on your own real-life presentation. Taught by two instructors, this workshop uses video-recorded exercises and private instructor-led video review to help you develop skills you need to succeed. You'll learn how to:

- Organize information so that it's persuasive and listener-focused
- Create effective visual aids to support key messages
- Manage your nervousness
- Engage listeners in a comfortable, flexible, conversational process
- Be clear and concise
- Use visual aids effectively whether seated or standing, projected or hardcopy
- Think on your feet
- Manage and facilitate interactions with listeners

Mastering Your Presentations includes pre-work, 12-month access to eCoach as well as reusable job aids and reference materials for applying what's learned in class to situations you face outside of it.

Tailoring:

Prior to the workshop, your trainers will do what they can to tailor the workshop to meet your specific needs. No matter whether you're a trainer, facilitator, sales person, project manager or individual contributor, we'll make sure we address the challenges you face. Since individuals from varying experience levels and backgrounds attend this workshop together, it makes for a very rich and interesting learning environment.

Logistics & Enrollment

Length of class.....	2 days (9am – 5pm)
Maximum enrollment	8 participants
Location	Chicago, near O'Hare
Number of instructors	2
Fee (includes breakfast, lunch and all course materials)	\$1,900

Discounts apply for non-profits, those taking us for a test drive, and when two or more attend from the same organization. Ask for details.

Dates visit www.turpincommunication.com/open_enrollment.php

Contact **Greg Owen-Boger**
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Details about Turpin's Methodology

As a training provider, Turpin's goal is very simple. We want to be recognized as the best in the industry. To reach this goal, we provide the most practical, personal, efficient, long-lasting presentation and facilitation skills training available anywhere. Doing that requires a close partnership with our clients, a partnership built on mutual trust, frequent communication, and deep insight into client needs and goals.

Regardless of the specific objectives of a particular training session, we help participants be more comfortable, confident and effective.

Here's an overview of our methodology.

The Orderly Conversation

We have a fluid definition of what it means to present and facilitate. We understand that presentations involve discussions that require a facilitator's skill, and group facilitators can only succeed when they are comfortable in the role of presenter and leader. At the heart of the presentation and facilitation process is what we call the "orderly conversation." By defining the process in this way, we're able to embrace the tension that exists within every business presentation and discussion—the tension between the need to be orderly (clear goal and careful structure) as well as conversational (responsive and spontaneous).

Real-life Communication Situations

We don't avoid the complexities of real-life content. During our workshops, participants practice an upcoming presentation or meeting, giving them the best opportunity to assess their skills and receive useful feedback.

Blended Learning & Skill Reinforcement

We use online learning in two ways. Before their workshop, participants complete pre-work, making the time spent in the live workshop more efficient. After their workshop, participants have access to 12 months of online skill reinforcement. Both are provided through eCoach, our secure online learners' portal. See page 4 for more information.

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Our approach preserves every presenter's personality and natural communication style. We help people manage the pressures of presenting and facilitating by reinforcing their strengths and helping them overcome their weaknesses.

Engagement Skills

Engagement skills help people connect to their listeners and feel comfortable with the presentation process. We've found that once participants identify and use these skills, improvement is assured.

Private Video Review and Coaching

We believe in private video review. Participants in our workshops are recorded in front of their classmates, but their videos are not replayed for the group. Instead, after each person is recorded, he or she leaves the room and watches the video privately with the second instructor. We do this for a couple reasons. First, private video review prevents embarrassment—even the best presenters are often surprised by what they see. Second, video coaching provides a level of personal attention that's impossible to achieve in front of the group.

Class Size

We're strict about class size because our workshops are built on experiential learning, individual feedback, coaching and role-playing. These processes take time. Enrolling too many people in a class reduces the amount of time individual participants receive and undermines the quality of the training.

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Workshop Agenda

Each video-recorded exercise is followed by private coaching with the 2nd instructor.

Online Pre-work

Preparing the Presentation

You complete an online course designed to introduce you to the principles of effective organization and help you organize a draft of the presentation you will deliver in class. The pre-work takes between one and two hours to complete. At the end, you upload your presentation to Turpin's secure server, and instructors prepare feedback.

Day 1

Engaging Listeners and Improving Delivery Skills – Discussion & Exercise (video recorded)

During this exercise you develop the skills you need to engage listeners in a comfortable conversation. Once you're engaged, you're able to manage nervous energy and appear more confident. If other delivery distractions exist (fidgeting, filler words like "um," pacing and so on), they are addressed as well.

Streamlining Preparation – Discussion & Workshop

You receive feedback on the presentation you created during pre-work. Discussion focuses on honing the message, adjusting to the needs of various listeners, fine tuning slides, and organizing information as persuasively as possible.

Delivering Introductions – Discussion & Exercise (video recorded)

You practice delivering the introduction of your presentation. Work focuses on laying a solid foundation and giving listeners a sense of direction, purpose and a reason to listen.

Day 2

Delivering Presentations – Discussion & Exercise (video recorded)

You deliver your entire presentation focusing on being easy to follow, responsive to listeners' immediate needs, delivering key messages and using visual aids (PowerPoint slides, handouts, and so on).

Managing Interactions – Discussion & Exercise (video recorded)

Work shifts to managing group interactions during presentations—Q&A sessions, interruptions, and difficult people and issues. Work focuses on helping you encourage participation while controlling the room and the message.

Follow-up and Skill Reinforcement

One-year Premium eCoach License

To encourage long-term learning and use of skills developed in the live course, you have access to eCoach, our online learners' portal. eCoach includes in-class tools & takeaways, in-class videos with integrated instructor feedback, class re-cap letter with individualized recommendations and refresher videos.

Tools & Takeaways: Hard copies and digital versions of the Preparation Worksheet, PowerPoint Preparation Tool and Participant Guide.

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Skill Reinforcement Through eCoach

To promote long-term learning and skill-application back on the job, you will have access to eCoach for 12 months. This online tool includes many features that are rolled out over the course of your license including (a) pre-work, (b) in-class tools & takeaways, (c) in-class videos with integrated instructor feedback, (d) class recap letter and (e) refresher videos. Instructors are also available to you through (f) the “Ask a Turpin Expert” forum, in which you can seek recommendations about communication issues you face.

The image displays two screenshots of the eCoach website interface. The top screenshot shows the 'Workshop Home Page' for Sally Learner, featuring sections for Pre-workshop, My Workshop, My Videos, Success Stories Bulletin Board, Refresher Videos, and Trainers' Notebook (blog). A large blue arrow points from the 'My Videos' section to the bottom screenshot, which shows a video player for an 'Interaction Exercise' with instructor feedback.

Top Screenshot: Workshop Home Page

- Pre-workshop (a):**
 - Assessment Form
 - Pre-work Video
 - PPT Video (optional)
- My Workshop (b):**
 - Preparation Worksheet
 - PowerPoint Preparation Tool
 - Reference Guide
- My Videos (c):**
 - Engagement Exercise
 - Introduction Exercise
 - Full Presentation Exercise
 - Interaction Exercise
- Success Stories Bulletin Board:**
 - Give a successful presentation? Share it here.
 - Post Your Story
- Workshop Home Page (d):**
 - Welcome back to your secure eCoach web page.
 - Sally Learner, Company Name
 - Dear Sally:
 - Greg and I enjoyed working with you in the Presentation Skills Workshop in Chicago. As I said at the end of the second day, the purpose of this letter is to remind you of the work we did and help you stay focused on the skills that work best for you. I've also added feedback to your in-class videos. Links to them are on the eCoach menu under "My Videos."
 - On the first day, we talked about how you want audiences to describe you after your presentations. You said you wanted to appear:
 - informative
 - comfortable
 - You did a good job in the workshop, Sally. The structure of your "Business Review" presentation was well organized. Overall, you seemed very comfortable with your delivery.
 - ENGAGEMENT**
 - As we discussed in class, engagement helps create a conversational connection with listeners. The engagement skill that works really well for you is eye contact. Remember to use good, solid eye contact and engage your listeners when you begin. This will reduce your nervousness because it will feel more like a series of one-on-one conversations rather than a one-way anxiety inducing speech. Take a look at your engagement video to see it in action.
 - We worked on many different skills and techniques to help you become more
- Refresher Videos (e):**
 - Now Playing
 - Preparing a Presentation Chair?
 - Working with Your Default
 - Improving Your Visual Aids
 - Managing Nervousness
 - Engaging Listeners
 - Helping Listeners Listen
 - Managing Interactions
- Trainers' Notebook (blog) (f):**
 - Presenter Stands on a Chair?
 - Using PowerPoint Transitions
 - Presenting Information Persuasively (PART 2 of 2)
 - Presenting Information Persuasively (PART 1 of 2)
 - Are Hands in Pockets OK?
- Ask a Turpin Expert:**
 - Have a question about a communication issue? Submit it here.

Bottom Screenshot: Interaction Exercise

- Comments:**
 - During the final exercise, we added interaction from your audience members. We were working on balancing the needs of your presentation with the needs of your audience. We were also looking to give a closing, office address and add transitions back into the presentation after interactions.
 - We challenged you in this exercise to address listeners whose advice is not in the English. This is a typical situation you face. We did this because you struggle with pausing. When talking with people of different backgrounds, you need to make sure...
- Classroom Video:**
 - Right click and select "Save Target As..."

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About Our Trainers

Turpin Communication instructors are dedicated to providing the best presentation and facilitation skills training available. As you can see in these short biographies, our skills as trainers, coaches and workshop designers are enriched by our diverse backgrounds.



Dale Ludwig (Trainer/President) has a Ph.D. in communication and, prior to Turpin, taught at the University of Illinois at Urbana-Champaign. Dale founded Turpin Communication in 1992. Since then he has worked to keep the company focused on what it does best: providing world-class presentation and facilitation skills training in small, interactive workshops.

"A lot of presentation skills training for business people is built on the Public Speaking 101 model. That doesn't work, primarily because today's business presenters don't deliver formal speeches. They deliver informal, interactive presentations. If your current training vendor hasn't moved beyond 101, I look forward to working with you."



Greg Owen-Boger (Trainer/Vice President) has been with Turpin Communication since 1995. He started as a camera man, quickly moving on to trainer and coach, project manager, account manager and now VP. Trained in management and the performing arts, he brings a diverse set of skills and experience to the organization. Prior to joining Turpin, Greg was a Project Leader for a boutique consultancy that uses live theatre to initiate the leadership development process.

"What I offer is a deep understanding of how to help people engage listeners. How to settle their racing minds, think on their feet and initiate a genuine conversation. When people are engaged, their natural skills kick in. Once that happens, we usually don't have to worry about what are traditionally thought of as 'delivery skills.' We just get down to the real work of making sure that what's said is heard."



Mary Clare Healy (Trainer) has been working as a communication trainer and consultant for over 20 years. She specializes in management development, presentation and facilitation skills, group process and team building. Mary Clare joined Turpin in 1996. Prior to Turpin she was Director of Management Training for Household International and Director of Marketing for an international communication consulting firm.

"Having worked in the corporate environment as a buyer of training, I understand firsthand the importance of the tailoring process. I also understand the immense value of working on real-life presentation and facilitation situations in class. Communication skills training that doesn't focus on real-life situations is never a good investment."



Sarah Stocker (Trainer/Workshop Coordinator) graduated from Bowling Green State University with a Bachelor of Arts in Communication. She spent her first 5 years post-college focusing on the Arts part of her degree, working as a Stage Manager in the theatre world. Then she began slowly shifting to the Communication side of her degree. Naturally reserved, Sarah knows a thing or two about the anxiety that comes with speaking to groups. Having overcome her fear of being in the spotlight, she is uniquely positioned to help others through it as well.

"Being nervous is like being in a funhouse. You lose your sense of self, your thoughts are jumbled and you can't see straight. Then the walls start closing in on you. This is, of course, no fun at all, and it makes for a pretty awful experience when you're trying to deliver a presentation to your boss. I love helping people find their own way out of the funhouse."

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