

UPFRONT: Persuasion Through Presentation



In today's complex business environment, the ability to deliver a persuasive presentation to internal or external customers has become a fundamental requirement. Presenters need to craft the right message, stay alert to customer reactions, handle questions well, and persuasively make their point. Are your key contributors able to speak publicly with confidence and poise? Will they successfully engage their audience at that critical moment of influence?

UPFRONT: Persuasion Through Presentation is a hands-on, results-oriented workshop that will have an immediate impact on one's ability to effectively influence and persuade any audience to take action. This opportunity to further develop and refine presentation skills has four basic sections: Groundwork, Engage, Develop, and Close.

There is a natural flow to the design, yet within each section, participants are free to build a presentation that reflects their own style and addresses the needs of the customer without compromising the basic structure necessary for an effective, persuasive presentation.

Presentation Flow



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Program Outcomes

UPFRONT helps participants develop and deliver clear, concise, compelling presentations that will have an immediate impact on their ability to effectively influence any audience. Participants are better prepared for strategically important presentations and more routine communication.

Learning Approach

UPFRONT is a powerful, practice-rich program that has participants prepare for and deliver a videotaped presentation to apply and demonstrate the core

teachings. The program adapts to the style of each participant to optimize natural talents and eliminate unconscious distracting behaviors.

Wilson Learning believes that learning must be transferred to day-to-day work practices. To achieve this, *UPFRONT* focuses heavily on application, feedback, and practice in order to provide real skill development. This program includes components and activities that enhance Participant Readiness, Learning Transfer, and Organizational Alignment.

Participant Readiness prepares participants for the overall learning experience:

- Pre-work includes preparing a short presentation to be videotaped and used for detailed feedback

Learning Transfer design embeds practice and use of new skills:

- Includes skill practice delivering effective presentations, handling difficult questions, managing "self-talk" that can interfere with presentations, and using visual aids
- Provides a tool to help plan, organize, and execute presentations
- Flexibly delivered as a two-day face-to-face, application-oriented workshop
- Highly modular and can be configured to meet your specific needs

UPFRONT has eight integrated modules, as shown on the following page.

Modules: Key Learnings Are . . .

Presenters Will Be Able To . . .

Program Overview

How to understand the importance of and the flow of a persuasive presentation

Understand the core concepts of the program and persuasive presentations

Integrating Visual Aids

How to improve the use of visual aids to enhance retention of information and engage the audience

Use visual aids effectively to support, clarify, and emphasize points

Groundwork

How to design the presentation for audience needs and questions and how to prepare one’s self

Be thoroughly and systematically prepared for key presentations

Delivery Skills

How to use one’s voice, movement, and eye contact to enhance a presentation and project confidence

Be self-aware, rather than self-conscious, during presentations

Engage

How to effectively and efficiently engage the audience with a captivating opening, clear agenda, and call to action

Capture audience interest and willingness to listen in the first moments of the presentation

Develop

How to use convincing elements to deliver a clear message; how to connect key points with audience interest and make transitions

Deliver key messages effectively and retain audience attention

Close

How to summarize key points for optimum retention, call for audience action, and captivate them with a powerful close

Effectively deliver a powerful close to a persuasive message

Appendix

How to apply the persuasive presentation skills learned

Deliver a final presentation using the *UPFRONT* structure

Continued

The face-to-face workshop can be taught by a Wilson Learning facilitator or by an organization’s own leader-trained in-house professional.

Organizational Alignment ensures the organization supports the use of the new skills:

- Post-learning reinforcement activities available for both the manager and participant

As a result of this integrated approach, participants will continue to apply the skills and tools learned long after the learning event is completed.

Enabling Improved Performance

UPFRONT includes various performance application, reinforcement, and support tools, such as planning tools, checklists, videotaped feedback, job aid cards, etc. These tools ensure that participants can hone newly acquired skills and behaviors upon returning to work. Involving

managers and/or peer support groups early on, and training them to coach for improved performance, are also important for successful program implementation.

Evaluation

Organizations that implement *UPFRONT* have access to measurement tools to assess and guide participants’ progress. Performance evaluation forms are provided and can be used in preparation for major presentations and again as a debrief tool to measure progress.

Wilson Learning will partner with your organization to measure the initial behavioral changes and business results. We will work with you to set up evaluation systems that help improve outcomes and sustain the momentum of your implementation.

This offering, like all others from Wilson Learning, can be customized to reflect your environment and business priorities and can be integrated with your processes.