



WORKSHOP OVERVIEW

STORY POWER

Leverage Narrative Structure to Organize Your Ideas, Persuade or Inform Your Audience

STORY POWER

This groundbreaking workshop culls the best practices of TED talks and executive briefings and applies them to business presentations. Whether you're crafting the perfect introductory hook for your presentation or creating a strong closing call to action, crafting a presentation that engages and informs audiences is not as easy as it looks.

Story *POWER* teaches you how to build powerful presentations from the moment of ideation to the moment of finalization. We'll teach you how to find your core message, organize that message into a clear presentation structure to inform or engage, and create openings and closings that ensure you convey your message with clarity. The *POWER* methodology is so versatile that you'll learn to apply and utilize it for various speaking opportunities, from update meetings and quarterly business reviews to presentations that persuade an audience.



WORKSHOP TOPICS

1. P = PURPOSE

Explore audience analysis and start with why to find the core message of your presentation

2. O = ORGANIZE YOUR IDEAS

Use a narrative structure that includes the key components of a persuasive or informative presentation

3. W = WRITE FOR THE EAR NOT THE EYE

Craft presentations that sound conversational, clear, and relevant by understanding your audience

4. E = ENGAGE THE AUDIENCE

Utilize audience engagement techniques (virtual and in person) to keep your audience listening and invite interaction

5. R = REVISE

Edit your presentation to ensure your presentation resonates with your target audience



KEY TAKEAWAYS

- Learn the steps to put together a business presentation from the first point of idea generation all the way to editing the final draft
- Identify both your topic and your message to create memorable presentations with a strong "why"
- Learn to organize the ideas in your presentation building on a narrative structure
- Implement proven audience engagement techniques to keep the audience interested and paying attention
- Apply essential editing principles to hone and sharpen your presentation
- Learn the best practices of crafting and delivering an executive or persuasive presentation



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