

Graham Davies
The Presentation Coach



Presentation Coaching
Masterclass

What to expect from the Masterclass

The Masterclass will be intensive, challenging and unlike any other. Each attendee will massively improve their personal impact, as well as gaining the ability to be in-house presentation mentors.

Phase **1** Presentation Audit

Starts with a brief phone call to attendees to establish:

- Preparation and delivery techniques currently used
- Perceived areas where improvement is needed
- An initial grasp of personality styles



Phase **2** Pre-Coaching Preparation

Graham will ask attendees to prepare a few brief notes about a ***non-work*** topic which will form the subject matter of their first presentation on the coaching day. The topic should be something that they have a distinctive view about.

Attendees will also be asked to do some pre-coaching work on the selection/creation of a realistic work presentation, with supporting slides. To fit in with the time limitations of the coaching day, this presentation should be no more than 8 minutes long.

This will allow the Masterclass to evolve from 'coaching' into sharing best practice.



Phase **3** The 2 Coaching Days

An ideal group size of 12 ensures the perfect balance of group energy and individual attention. Each day runs from 9 am to 6 pm.

The video-free coaching format involves using the group itself as the principle feedback mechanism. This ensures that attendees not only become better presenters, but they will also be able to provide some basic coaching to colleagues within their own organisation.

Day 1 starts with a keynote presentation by Graham about the *Bare Knuckle* method.

The attendees will then use this approach to prepare and deliver a very short non-work presentation. They will receive feedback from Graham and other attendees. This pattern is repeated several times during the day, with increasingly challenging presentational scenarios.



The topics covered will include:

- Audience analysis - how to make sure that they get what you want out of the presentation
- Message production - how to ensure that you create a highly specific legacy that gets them to take action
- Rapid content preparation - making the most of whatever time you have, whether it's 5 weeks or 5 minutes
- Editing for impact - cutting out the "nice to knows"
- Content control - the power of notes
- Recognising and adapting your innate delivery style
- Converting negative nerves into positive adrenalin



Day 2 attendees will deliver their work-related presentations, with emphasis on the following:

- Changing mindset so that the speaker is relying on their larynx more than their laptop
- Creating concise and compelling presentations that stimulate discussion
- The use and abuse of PowerPoint Prozac – making sure that you are the main visual aid
- Intense review of current slide decks
- Coping with intense Q&A – the group is encouraged to simulate and thrive in presentational battle conditions



Graham Davies
The Presentation Coach



The Masterclass

graham@grahamdavies.co.uk

07866 426857

+44 (0)203 488 0715

www.grahamdavies.co.uk

