Are you a leader, trainer, sales person, executive, front line associate or anyone who meets the press? Refine your presentation skills with this world-renowned Dale Carnegie High Impact Presentations course. Your seasoned trainer will teach you the Dale Carnegie Magic Formula to convince or persuade your audience. You'll present at least six times while being videotaped and evaluated with expert one-on-one coaching. You will learn six ways to open a presentation, strategies to incorporate analogies for clearer communication, how to respond favorably under pressure, and how to answer difficult questions. Designed for participants with prior public speaking experience, the class is small, the environment is supportive, the work is intense and your results will be outstanding.

Program focuses on:
- Build a presence in front of any group
- Build credibility
- Presenting information so that it relates to people of varying skill levels
- Using voice, gesture and non-verbal communication tools
- Dealing with tough questions
- Using visuals as a supplement

This course is available for SHRM CEUs.

Learn more/register by visiting LFCCWorkforce.com/HighImpact

Oct 9 – Oct 10, 2017
Mon, Tue 8:30 AM – 5 PM  Fauquier Campus
$2,095

Nov 7 – Nov 8, 2017
Tue, Wed 8:30 AM – 5 PM  Middletown Campus
$2,095

A continental breakfast and lunch Included!
High Impact Presentations --- Program Overview

There are certain events that occur in our professional lives that we can call “moments of truth.” These events simply carry greater weight, more importance than other times in our workday. Making an important presentation is one of those events. Therefore, it is critical that the presenters and the presentation communicate the desired image and professionalism at all times. This program is designed to help your team present more effectively and with greater impact before a group of people, thus making a powerful impression.

This program is for those that are comfortable in front of groups and designed for the more seasoned professional. High Impact Presentations (HIP) focuses on:

- Building a presence in front of any group that is powerful, picturesque, confident, dynamic and professional;
- Helping participants build credibility, and sell ideas through structure, impact, delivery and strong content;
- Presenting information so that it relates to people of varying skill levels through the use of words, stories, examples and interactive delivery;
- Using voice, gesture and non-verbal communication tools to create a strong impression
- Dealing with tough questions and maintaining composure:
- Using visuals as a supplement to a presentation and not the crux of it

This video-intensive program helps participants dramatically improve their presentation and communication skills. Each person receives individualized videotaping, coaching, and feedback to fast track their skill development. The learning is quick and intensive.

As a result of this program, participants will be better able to:

- Project confidence in front of a group
- Create an effective opening for a presentation
- Capture and hold the audience’s attention (we must know our audience ahead of time)
- Enhance vocal range, tone, and body language impact
- Define the goals of a presentation and structure it accordingly
- Be more persuasive with supporting facts, examples, and analogies
- Sell themselves and their ideas effectively
- Deal with tough questions and remarks professionally
- Present technical information so that it relates to people of varying skill levels through the use of analogies and implementing the art of story telling
- Close a presentation with a solid call for action
Delivery Structure

Over the course of two days, participants will go through a series of recorded presentations on a variety of topics, which will be played back and reviewed privately. Two trained instructors will challenge participants to overcome distracting habits and point out the strengths they possess, along with weaknesses they must overcome. They will then apply this instruction immediately in the next exercise and be reviewed for progress once again. Combine the principles that Dale Carnegie® has developed with skillful instructors and the environment is set for dramatic improvements in communication ability.

Agenda:

(this is the agenda for public offerings. In a customized program, we are flexible to add, delete, change or alter in any way in accordance with your identified ROI objectives)

Day 1

#1 Personal Introduction
Review of: presentation fundamentals; guidelines and rapport.

#2 Public Relations Statement
Review of: visuals; opening and closing presentations; and introduction to visuals.

#3 Technical Presentation
Introduce: handling questions and answers; the Magic Formula; four problem-solving questions and a presentation structure.
Day 2

#4 Become More Powerful
Communicate with power through verbal and non-verbal methods, thus building a comfort level to increase overall delivery.

#5 Sell a New Concept or Idea
Practice all previous skills in a final format.

#6 Responding to Pressure Situations
Maintain professional composure under pressure. Communicate clear, concise, and positive message.

The Following Are the Skills Graduates Will Walk Away With:

- Create effective openings and closings
- Use evidence for credibility
- Capture and hold audience attention
- Vocal range, tone, body language impact
- Effective use of visuals
- Creating an emotional impact
- Using exhibits effectively
- Closing a talk that calls for action
- Using humor (or not)
- Handling challenging questions/situations
- Build confidence and credibility
- Using conviction and success stories
- Utilizing animation for effectiveness
- Sell ideas, concepts and services
- Maintaining grace under pressure
- Dramatize ideas

Additional Information

- As indicated, all presentations will be recorded. After each participant has presented, his or her presentation will be reviewed, either alone or in the presence of second Instructor. This serves several purposes: it allows the participants to see how their audience sees them and it allows for an unbiased perspective as well as the opportunity to ask specific questions about individual needs. This is where, in many cases, most of the growth will take place.
Strong and direct instant feedback is part of the process. Known as “Executive Level Coaching” (also known as “interruptive coaching”) from the Instructor will occur and participants will be asked to deviate from any natural, disengaging, habitual or comfortable mannerisms. Coaching is designed to help, not embarrass or criticize. No one is exempt from coaching and resisting the suggestions from the Instructors generally is not suggested. Participants need to be flexible and open to all suggestions.

In order for changes to be made, Instructors will ensure each participant always remembers to stay “in character”. If, during a presentation, a train of thought is de-railed or interruptions happen, the Instructor will gently bring the class member back to the presentation so they can stay in control and build momentum.

Memorization is discouraged; being flexible and maintaining a comfortable, natural approach and pace is highly recommended. Our experience tells us that memorized talks will only provide more stress and anxiety so we ask that participants relax and be themselves.

With larger groups, preparation materials can be provided before the training session that will give as much pre-planning opportunities as possible. This information will be reviewed during the session, and this pre-preparation can expedite the information exchange portions to help maximize the interactive training allowing for the most face-to-face time to develop presentation styles.

As a quick review, throughout the two days, the focus is on: building and establishing rapport; developing clarity in communications, gestures and body language; developing poise; displaying credibility in the eyes of the audience and being forceful and persuasive.

**How The Program Works**

Every presentation will be caught on camera. The video captures the presence of the presenter. Coaching activities are fully filed and will become a reference tool for future experiences. The video playback therefore becomes a powerful learning tool. The classroom environment is intended to be conducive for acquiring new skills and learning from others. The instructor(s) is skilled in preparing and delivering presentations and has undergone years of training as well as logged hundreds of hours in front of all size groups.

This is the highest level program offered by Dale Carnegie® Training and has been ranked by *Presentations Magazine* as one of the top 3, in terms of effectiveness, use of tools, information and return on investment.