



**Adam Smith
TRAINING**



Course led by

John Alexander

who is the leading expert in management training for governmental agencies as well as private companies in the UK and all over Europe and the Middle East. Most of his private clients are within the blue chip and FTSE100 arena and include such companies as Visa International, Forte Hotels, Rolls Royce Cars, British Telecom and many other world renowned companies.

FTSE 100

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(Visa International),
(Forte Hotels),
(Rolls Royce Cars),
(British Telecom)

13-14 September 2007 : 13-14

Marriott Aurora Hotel, Moscow :

2007

Register by
1 June and
SAVE £200

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High Impact Presentation Skills

Successful presenters are performers!

As a result of attending this course you will...

- Learn how to build rapport with the audience by using specific verbal and vocal patterns
- Learn how to use effective presentation structures that meet the audiences' learning and thinking styles
- Establish how to use specific areas of the floor or stage to manage your audience
- Learn how great orators – JFK, Churchill et al held their audiences' attention by using specific language patterns
- Be able to deal confidently with difficult questions and unforeseen situations

Save up to 30% and improve performance with our cost effective tailored in-house courses! (see inside for details)

30%

30%

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13–14 September 2007, Marriott Aurora Hotel, Moscow

HIGH IMPACT PRESENTATION SKILLS

Course Overview – structure and present with confidence

In the modern corporate world making presentations to customers, clients or colleagues or addressing a large audience at a conference is becoming an essential part of people's work. Confident, well-structured and passionate presentations can win audiences and affect businesses and people in a positive way. The audience remembers the message delivered by the presenter in terms of behaviour, actions and performance. This course therefore concentrates on confident presentations that connect with and inspire the audience

Your Expert Trainer – John Alexander

John Alexander is the leading expert in management training for both governmental agencies and private companies in the UK and across Europe. Most of his private clients are within the blue chip and FTSE100 arena and include companies such as Visa International, Forte Hotels, Rolls Royce Cars, British Telecom and many others. John's training schedule takes him all over the UK, Europe and the Middle East.

John is a Certified Master Practitioner of Neuro Linguistic Programming (NLP), a Member of the Association for Management Education and Development (AMED) and a certified trainer for the Institute of Leadership and Management (ILM).

John Alexander has designed and written over 100 training programs in Management, Efficient Selling, Customer Care, Interpersonal Relationships and other topics. John's trainings are aimed at all levels from the CEO to executives who manage individual departments.

A perfect mix of great knowledge and expertise in psychology and practical business instruments make John Alexander a unique expert in training programs and a leading trainer in Europe.



Limited Numbers

To meet your training objectives it is essential to ensure that you receive both one-on-one tuition and undertake activities in small groups. The number of participants attending each course will therefore be strictly limited up to 20 participants.

The course is designed for...

This course is designed for those who understand the basics of presenting and want to refine their skills and develop advanced techniques that can be applied anytime anywhere regardless of the audience size and type.

„Positive and useful information for personal and business development“

Anna Furanova,
Research Manager,
Synovate

„Well structured and very useful“

Andrey Shabalin,
Commercial Director,
Sibirsky Bereg

„Excellent training. Lots of useful case studies“

Andrey Kurennych,
Business Development
Director, Airtime

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For more information please contact Olga Chulkova on +7 495 232 40 60 or ochulkova@adamsmithtraining.com



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YOUR COMPREHENSIVE COURSE PROGRAM

Successful presenters are performers!

To book online, visit
www.adamsmithtraining.com

Day One: 13th September 2007

Introduction

The three key areas of advanced presentation:

- Self-management
- You as a performer
- Managing the audience

Self management - understanding how to control and manage your state of mind

- Your state of mind affects everything you do: your physiology, behaviour and voice
- Learn how to turn nerves and fear into positive energy
- Strategies to enable you to relax and visualise a successful outcome
- Develop your positive conditioning that will enhance your performance
- Understanding the 'inner you' – how your beliefs and values affect your behaviour and therefore your communication style

Individual exercise: developing your personal 'anchors' to achieve the mental state you want for the presentation

You as a performer

Advanced Presentation Skills course allows you to concentrate on performing – not just presenting. This makes the experience more enjoyable and rewarding for both you and the audience. The importance of the '**3 V's**' – **Visual, Vocal and Verbal communication**

- Developing a confident and authoritative posture
- The use of movement for impact
- Using space – 'spatial anchors' – to manage the audience
- The importance of effective eye contact.
- Using the '**T.L.C.**' model. Think – Look – Communicate
- Holding the audiences' attention using the 'Charisma Speech Pattern'
- Develop the skill of voice inflection to 'mark out' – embedded commands - specific comments and items you want the audience to 'buy into'

Exercise: carry out a mini presentation using the TLC model

The presentation structure

By ensuring that the presentation has a logical structure, the chances of success become greater. '**M.A.P. Out**' **INTRODUCTION**

- **Me** - introduce you and your credentials.
- **Attention** - grab their attention with a positive opening 'prime benefit statement'.
- **Preframe** - set out the agenda and manage the audiences' expectations.
- Get the audience on your side by using 'Yes Sets'. Yes sets ensure the presentation starts off in a positive way by getting the audience to agree with your opening statements – yes conditioning.

Exercise: carry out a mini presentation using the 'MAP Out' Introduction model

Day Two: 14th September 2007

The 4MAT model

The **4MAT** model ensures that you engage with all of the audience by relating to their thinking and learning styles.

- The WHY group.
- The WHAT group
- The HOW group.
- The WHAT IF group.

Motivate to action

People will be motivated to take action to make a decision in one of two ways – 'towards' achieving an outcome or 'away from' a problem or discomfort. The '**Motivate To Action**' model improves the chance of gaining commitment from the audience.

- Step 1 – SWOT opener
- Step 2 – Recommendation ('Do This')
- Step 3 – Benefits – addresses the 'What's in it for me' question from the audience
- Step 4 – Support with evidence – The proof
- Step 5 – Follow through – gain commitment from the audience

Individual exercise: carry out a presentation using one of the models shown above. This presentation will be recorded and played back

Managing the audience

The best presenters can fail at the final hurdle – managing the question and answering session. Excellent presenters should generate lively discussions therefore you need to know how to get the best out of them.

- The 6 most common questioner types
- Recognising and understanding the motivation behind the question
- Techniques to get the question and answering session going

Group Exercise: opening the questioning phase

Strategies for receiving questions

- The '**A.C.E.**' **answering model** - Acknowledge; Clarify; Expand
- Dealing with multiple questions
- Neutralising the awkward questioner
- Where to position yourself to receive questions
- What posture to adopt when receiving questions

Exercise: receiving and answering questions

IMPORTANT INFORMATION FOR RUSSIA BASED COMPANIES

Adam Smith Training delivers high-quality IN-HOUSE COURSES, which can be held at a time and place to suit you. In-house training is the ultimate performance improvement solution.

Here's why:

- We will conduct a professional stage one training needs analysis to identify your key business issues in a training context
- You will receive a tailored training solution, designed to meet your needs, exact specifications, requirements and objectives
- Our TNA (training needs analysis) framework will ensure the course is results orientated
- We can incorporate company or operational data within the training to ensure everything is 100% focused on your business

**MAKE BIG SAVINGS
& IMPROVE
PERFORMANCE
WITH IN-HOUSE
TRAINING!**

- You will benefit from the international experience of our world renowned experts
- You make substantial cost savings!

FREE TRAINING NEEDS ANALYSIS OFFER

If you would like to benefit from a no obligation initial needs analysis discussion, or if you would like more information on how Adam Smith Training In-Company solutions can benefit your team, department or organization, please contact: [Ina Ukstina on + 44 20 7017 7448](mailto:Ina.Ukstina@adamsmithtraining.com) or ina@adamsmithtraining.com

