PRESENTING AT ‘C’ LEVEL
Intensive training for effective presentation to the top management

November 11 - 12, 2013

Why Should I Attend?

The aims of the programme are to give you the ability and confidence to persuade the most senior people at your client companies to:

- take your proposals seriously
- include your proposals in their own budgeting
- buy from you

Outcome of the Programme

During the course you will:

- learn what special techniques and language are required when presenting to CEOs, CFOs and other ‘C’ Level people
- perfect your skills through constant practice and by receiving clear and relevant feedback
- be much more confident when presenting to international audience
- leave with the knowledge that you can deliver presentations to top management which are credible, memorable and persuasive

Agenda

Day I
Introductions and Objectives

Knowing Your Audience
- Identifying what a ‘C’ Level audience expects and wants
- Practice 1 – The Elevator Pitch

Creating The Message
- Participants identify the Value Proposition to the client and decide

Day II
Review of Day One
Participants discuss strengths and weaknesses and identify priorities for the day.

Perfecting The Message

Visual Aids
- Designing, producing and using your 7-slide deck to support the Value Proposition
what High Gain Questions to ask
  • Exercise – High Gain Questions

Building The Message
  • Using TIPS to build a clear, cohesive and logical framework to support the proposition

Refining The Message
Restructuring and delivering the initial probing discussion/presentation in the light of new thinking from the morning’s work. Additional focus will be placed on:

Debating the Key Financial Arguments
  • Meeting the needs and expectations of ‘C’ Level people

Looking Right
  • Discussion and practical tips on how to communicate authority non-verbally
  • Practice 2 – Elevator Pitches to camera with feedback

Sounding Right
  • Exercises and feedback on delivery and voice control

Handling the Debate
  • Answering in ways which reinforce your Value Proposition

Delivering The Message
  • Participants make final adjustments and Practice 3 – deliver the final presentations on camera to a resistant ‘C’ Level audience
  • Followed by feedback

Individual Action Plans
Participants write, then discuss:
  • what they have learned
  • what they are going to do differently in future
  • how they are going to implement their learning

Summary of the Key Learning Points
  • Follow-up Steps…

FACULTY

Richard Pooley is Managing Director of Canning, a UK-based communication skills training company. He has had 22 years’ direct experience of selling, presenting and negotiating with people at Board level in over 15 countries. He developed and delivered Canning’s first International Presentation Skills course in 1982 and has run variations of this course for thousands of business and professional people around the world since then.

PROGRAMME INFORMATION

Time: November 11 – 12, 2013
Fee: 1420 EUR + VAT
Application deadline: November 1, 2013
Size of the group: Six persons
Language: English
Location: SSE Riga, Strelnieku 4a, Riga

APPLY HERE

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