The Persuasion Principle

Discover the truth about why some presentations succeed, and others suck... and learn how to communicate your message with impact.

Too many presentations are boring, mismanaged or downright irrelevant; and the opportunity is lost. This report reveals the six major problems with presentations, explains why presentations should be viewed as conversations, and presents the proven PEAC™ Presentation Model and five-step preparation process.

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Marketing Nous

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by Stuart Ayling

Who is this report for?

This report will be helpful for anyone who gives presentations. However it is particularly written for executives, professionals, technical specialists, sales people and others in business who need to communicate their message and achieve some form of commitment from their audience.

Contents

The author, Stuart Ayling, is available to conduct in-house training workshops at your premises, company retreat or conference throughout Australasia and the Middle East. All workshops are tailored to suit your industry, staff, and specific business challenges.

For more go to:

www.marketingnous.com.au/training/inhouse-presentation-skills-training/

Presentations Anywhere, Anytime

There are many situations that call for a presentation within a business setting. This report is particularly written for executives, professionals, technical specialists, sales people and others in business who need to communicate their message and achieve some form of commitment from their audience.

For many people whose role carries responsibility, or for those moving up through their career, there is an inherent requirement to communicate via group presentations on occasions such as:

- Team meetings
- Management reports and updates
- Sales meetings with clients or prospects
- Board meetings and investor presentations
- Education sessions for clients or colleagues
- Speaking at conferences or giving seminars
- Presenting via video or web conference

However it's important to recognise that a presentation isn't always a formal affair with PowerPoint slides, microphone, and a speaker standing in front of the audience. Sometimes the presentation occurs in what is considered to be a routine conversational setting, during a small group meeting or even during a one-to-one discussion.

To be successful, those who present must know **The Persuasion Principle**; how to develop and deliver a presentation that achieves their goal.

Unfortunately in many organisations the process and personal skills required to consistently deliver successful presentations are rarely given serious consideration. Although personal presentations are potentially one of the most powerful forms of communication, it can be left to the whim of the individual presenter to develop and deliver a persuasive message.

There is a better way to maximise the impact from presentations. And the first step is to understand how you can Deliver the Value.

Delivering the Value

Many presenters overlook the fact that…

For the presenter to achieve the <u>change</u> they desire from giving the presentation, the audience must:

- **Understand the message**
- **Know what to do next, and**
- **Be willing to take that step.**

In essence, the presenter must communicate the 'value' for the audience and show them <u>why</u> they should care and <u>how</u> they can achieve it.

Sounds simple doesn't it. But delivering the message of 'value' isn't always easy. The message can be lost or misunderstood as a result of presentations that are:

- **'Data dumps'**, where the presenter provides too much detail without adequate explanation.
- **Delivered poorly**, with lack of structure and meaningful message, often exacerbated by distracting personal mannerisms of the presenter.
- **Confusing**, providing content that does not make sense, as seen by the audience.
- **Infused with extraneous ideas or concepts** that appear irrelevant for the audience.
- **Overtime**, which often results in:
  - The presenter missing key points
  - Confusion, with too much information being squeezed in
  - Impatience and/or frustration, distracting the audience from the main message
- **Used as a personal platform** by the presenter to focus on themselves and their favourite issues, rather than the audience.

Successful presenters scrutinise their material and personal presentation style through the lens of "Does this (word, fact, gesture, story, image) help my audience understand and buy in to my message?"

Successful presentations contain a message that resonates with the audience, drawing on a combination of facts and emotion to achieve the desired outcome.

Presentations as Conversations

A presentation, whether it be to a single client, a small group of colleagues, or to a large audience of strangers, is really an exercise in communication.

Importantly, in all situations the purpose of the presentation is to achieve some change, some action, or some specific outcome, including:
- **A change in thinking**, such as to be more favourably considered by the audience, or for the audience to consider a concept/product/service.
- **A decision to buy or approve**, the idea presented.
- **A commitment to take action**, such as to implement a different procedure, take a specific action, try something new, or, in a sales context to arrange a further meeting to progress the sales discussion.

A Two-Way Process
The most effective approach to giving a presentation can be to consider the presentation as a conversation rather than a one-way information delivery process.

If we look at the presentation as a two-way communication process…
- We look for ways to involve the audience.
- We expect some feedback or response.
- We try and provide 'meaning' rather than just information.
- We loosen up our style and present more naturally.
- We consider the purpose of the conversation and aim to achieve a specific outcome.

In fact many executives, technical staff and professionals have trouble giving effective presentations. Often they deliver too much information, lack confidence, wander from the main message, and run the risk of losing the support of their audience. This happens because they focus on what they have to say, rather than on enabling understanding via a two-way conversation.

In tandem with the focus on themselves, ineffective presenters usually do not take sufficient time to prepare for their presentation. There is always a reason - "I'm too busy", "I know this material like the back of my hand", or "I know the people in the audience really well" - that can be found for not preparing.

However, all successful performers and sports people prepare for important moments. Their preparation is called training or rehearsals. Business presentations are no different; they are important moments for the presenter and the audience.

To Create Effective Presentations Consider:

- What is the purpose and desired outcome of the presentation?
- What is the essential message to get across?
- How should the presentation be structured for optimal impact?
- Is interaction required? Is it a presentation or a workshop?
- How will the presenter make a strong opening that captures attention?
- When will questions be taken? How will distractions be avoided?
- What are the presenter's personal quirks? How will they be controlled?

Presentation Tools

When looking to improve outcomes from presentations there are a number of tools that can be developed for presenters, including:

- Templates (for PowerPoint slides, handouts, invitations and follow up messages).
- Brochures, fact sheets, case studies.
- Relevant stories/anecdotes.
- Samples and props.
- Display equipment (laptop, projector, tablet computer, flip chart etc).
- Personal physical techniques such as using props, voice, clothing, and gestures.
- Personal verbal techniques such as using metaphors and evocative verbal imagery.

Recipes for Persuasion

The word *Persuade* has been defined as:

1. To prevail on (a person) to do something, as by advising or urging.
2. To induce to believe by appealing to reason or understanding; convince.

However the act of *persuasion* is open to many interpretations, and there have been hundreds of scientific studies and countless books written about what persuasion is, and what it means to be persuasive. Here are three famous perspectives spanning thousands of years.

Aristotle:

The famous Greek philosopher (384 BC – 322 BC) – wrote about three modes of persuasion:

- **Ethos** (appeals to the authority or honesty of the speaker)
- **Pathos** (appeals to the emotions of the audience)
- **Logos** (appeals with the use of logic, facts, or data)

Robert B. Cialdini:

The Regents' Professor Emeritus of Psychology and Marketing at Arizona State University, in his book *Influence: Science and Practice* (2001) defines the 'six weapons of influence':

1. **Reciprocity** - People tend to return a favour. Thus, the pervasiveness of free samples in marketing and advertising.
2. **Commitment and Consistency** - Once people commit to what they think is right, orally or in writing, they are more likely to honour that commitment, even if the original motivation is subsequently removed.
3. **Social Proof** - People will do things that they see other people are doing.
4. **Authority** - People will tend to obey authority figures, even if they are asked to perform objectionable acts.
5. **Liking** - People are easily persuaded by other people whom they like.
6. **Scarcity** - Perceived scarcity will generate demand. For example, saying offers are available for a 'limited time only' encourages sales.

Kevin Dutton Ph.D:

In his book *Split-Second Persuasion: The Ancient Art and New Science of Changing Minds* (2011), reviews a wide range of scientific studies and breaks persuasion down into five elements which he calls SPICE.

S - Simplicity - Keep the message short, sharp, and simple and we're more likely to believe it is true.

P - Perceived Self Interest - Con men agree it's the key to getting us to do something we didn't think we wanted to.

I - Incongruity, Surprise people - Tell them your cupcake is 400 cents rather than four dollars and they are far more likely to buy it.

C - Confidence - The more confident you are, the more we believe you're right - even when we know your facts are wrong.

E - Empathy - Look people in the eye; nod when they nod; tell them you're from the same small town they are. We trust people like ourselves.

Common Problem Areas

After working with a wide variety of professionals, technical specialists, managers and business development staff a number of common challenges have been observed. These include:

1. **Lack of preparation.** Usually this problem is attributed to lack of time to prepare. One remedy is to ensure suitable deadlines are in place to ensure time for review by supervisors or peers. Lack of preparation is often displayed during the presentation as lack of confidence by the presenter. Presenters who are under-prepared mismanage time, do not understand key details, and wander off topic (because they are not clear on what they should say).

2. **Not paying attention to the desired outcome from the presentation.** Without this clear direction the presenter can easily give ambiguous information, introduce irrelevant examples or data, and possibly even get lost in the midst of the presentation.

3. **Too much information for the time available.** This problem can emanate from two sources:
   a. Not being aware of their own rate of speech – particularly if the only rehearsals are done in the presenter's head (not out loud).
   b. Being focused on the volume of data they are delivering, rather the level of understanding being achieved by the audience. (Refer to point #2)

4. **Information aimed at the wrong level.** This could be in the form of jargon (special terminology) and/or acronyms; reference to specific applications or situations; personal experience of the audience; or level of authority of audience members (ability to act on the information).

5. **No audience interaction.** Most business presentations should be structured to encourage an appropriate level of interaction and feedback. Audience attention spans can be short, and regular involvement is required to keep everyone focused on the message being presented. The presenter should aim to encourage feedback or interaction, and engage with individual audience members through specific activities such as using questions and answers.

6. **Feeling (overly) comfortable.** If a presenter is giving the same/similar presentation many times over it is possible for them to become so familiar with the material and the audience's issues that they appear to be blasé, or distant from the audience. It is a challenge for frequent presenters to maintain their enthusiasm for the message and keep the 'edge' to their personal delivery. When it comes to delivering a dynamic presentation a bit of adrenaline is a good thing.

7. **Poor layout of visual material.** This can apply to PowerPoint slides as well as printed material and handouts. The visual component of a verbal presentation requires a different style of writing and layout than a written document. Less text, short words, more images. In particular if PowerPoint slides are used they should de designed to support the presenter, not replace them.

Assessing Audience Needs

For your presentation to be a success you must understand what your audience needs from you to help them take the action you desire – and create your presentation with that in mind. This 'desired action' could be to change their way of thinking on a specific issue; to take action on a personal basis; or to commit to using your services or products, or to working with you.

Be flexible with your communication style.
Start by considering your own communication style. Which one of the four Communication Styes are you?

Amiable - easygoing; group oriented; prefers building consensus.
Expressive - outgoing; ideas oriented; prefers being the instigator.
Driver - task focused; action oriented; prefers acting on own instinct.
Analytical - detail oriented; focused on accuracy; will act when data supports it.

Also consider your audience... is there a certain communication style shared by the majority? If so, try and cater for that style with the way you present your information - in text, images, and the spoken word.

What is the current level of thinking?

- What does your audience already know, think, and feel about the topic you are presenting?
- How well do they understand key terminology and concepts?
- Are you reinforcing their current state, or asking them to deviate from tradition?
- Do they already know you, or your company? Does this create any particular preconceptions about your message?

Plan for the correct size of group.

Know in advance how many people to expect in your audience. Especially for smaller groups it is important to be able to plan your material and be prepared to involve the audience. If you know numbers in advance you can plan for handouts, prepare suitable interaction, and arrange seating to suit your purposes (e.g. in a circle versus classroom rows).

Keep time in mind.

Ensure you stay on track to finish on time, or a little early. Use time markers to remain aware of where you should be within your presentation at any given time. Importantly don't cram too much information into the time you have available. Remember your rate of speech should be around 120 to 150 words per minute. Take time to pause, add emphasis, and let key points sink in.
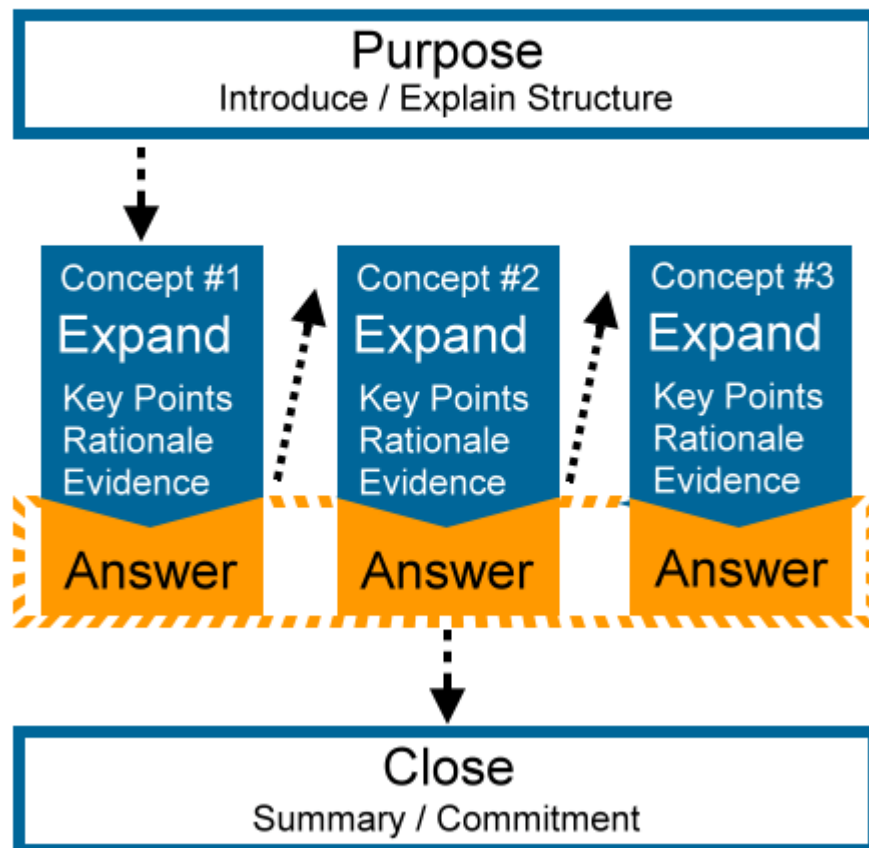
Mini Personal Checklist

☐ I am clear about my goal.

☐ I understand the value I bring for the audience.

☐ I know what my message is.

☐ I know what content I need for logic and emotion.

☐ I have the presentation tools I will I need.

☐ I have assessed my audience needs.

☐ I am using the PEAC Presentation Model.

☐ I have scheduled time for practice.

The PEAC Presentation Model

Even though there are many different presentation opportunities, from experience working with a wide variety of people in business the PEAC™ Presentation Model has been developed by Marketing Nous to provide a practical and proven structure for creating successful presentations.

The PEAC Presentation Model

Purpose
Introduce / Explain Structure

Concept #1
Expand
Key Points
Rationale
Evidence

Answer

Concept #2
Expand
Key Points
Rationale
Evidence

Answer

Concept #3
Expand
Key Points
Rationale
Evidence

Answer

Close
Summary / Commitment

The PEAC™ Presentation Model Explained

P = Purpose
This introductory stage of the presentation should give the audience a reason to listen. What will you be revealing to them? What will they learn? What is your promise? What will be the structure of the presentation?

E = Expand

During this main part of the presentation (alternately called the 'body' of the presentation) you will expand upon the key ideas or concepts and explore each one for the audience, as well as providing proof or evidence to support your concepts. You can also stimulate emotion, creating a stronger affinity with your message. During this stage you will provide the information your audience needs and will meet the promise you made during the Purpose stage.

A = Answer

Before you close the presentation you must ensure you have answered important questions held by your audience. If you have answered these questions during the Expand stage of the presentation, then summarise here. If you plan to ask your audience "Do you have any questions?" this is the time to do it. It is advisable to <u>not</u> handle questions during the Close stage as the outcome may be somewhat unpredictable and distract from your message.

C = Close

When closing a presentation it is always recommended to summarise what has been covered – emphasise the key points – <u>and</u> specifically mention the call-to-action (i.e. the action, commitment or thought) you would like from the audience.

Examples of call-to-action:
- I would like your support to approve this project.
- When next you next find yourself in (the situation) I'd like you to follow (the process presented).
- See our advisors before you make your next investment decision.
- Now you can see why it is important to (think/act in a certain way) to achieve the outcome we all want.
- I recommend you approve the quote so we can get started to meet your deadline. Would you like to do that?
- Make an appointment to discuss how this impacts your own situation.
- Fill in the form and we will contact you within 24-hours.
- I look forward to your confirmation of a meeting with the full committee to present this concept in detail to them.

5-Step Preparation Process

It is important to acknowledge that personal presentation skills cannot be 'fixed' overnight. It takes understanding, practice, feedback, adjustments... and more practice.

Changing any personal behaviour is very challenging. The human brain is hard-wired to create habits and resist changing them. Changing your presentation style is quite complex, as not only are there multiple layers for you to control (speech, gestures etc) you are usually under a degree of pressure during the presentation that hinders your ability to relax and try a new approach.

Certainly some presentation material can be produced at short notice. Within hours you can create a deck of PowerPoint slides and get some handouts printed. But will they be effective? Has enough time been invested to fully consider the underlying message – the value – and the actions required by the audience?

Too often, to develop a presentation, the presenter will start by reaching for their laptop and firing up PowerPoint or other slideware. And that's the first problem.

A more effective strategy is to:

1. **Reflect on the purpose and outcomes of the presentation.** Who is the audience? What do they want from you? What do they need to know? The content of your presentation must suit the needs of your audience.
   o   Does your audience prefer facts and figures?
   o   Do they need to be entertained?
   o   Do they want to see proof?
   o   Do they need to hear industry-specific terminology?
   o   Do they already know the subject matter?

2. **Develop a suitable story line** that has a beginning, middle, and end using the PEAC™ Presentation Model. The 'story' doesn't have to be silly, or like a child's fairytale. Make it real and relevant for the audience. For example the story could be about a business problem, an organisational issue, a potential threat, or a customers dream.

3. **Think about how to best communicate each of the key concepts.** Use data, photos, charts, stories, polls, interaction, as well as text. As an aid to develop your message consider using paper or a whiteboard to spread out, storyboard your concepts, and check the sequence.

4. **Think ahead to address key questions** your audience may have. Either incorporate the answers into the presentation or have them at the ready if needed to answer before you close. It can be helpful to ask your audience (or a representative) in advance so you can be sure you are covering the right issues.

5. **Produce modules of content**. Create a flow to the presentation that ensures optimal understanding and drives momentum towards your desired outcome. When creating your presentation it is a good idea to firstly identify the key points, or key sections of information, that you wish to convey in your presentation. These sections become 'modules' of information in the overall presentation (within the Expand stage of the PEAC Presentation Model).

   Importantly, the modules also dictate the content of the presentation. When you determine which modules are needed and have a clear purpose for using each module, the next question to address is "What do I say?"

   In this way using a modular approach prevents you from going off on a tangent and including information you might think is 'interesting' but is not really needed.

Only now should you start up your software and use the PEAC Presentation Model to create an effective structure and content to achieve the objective of your presentation.

And remember… as the presenter <u>you</u> are the main attraction, not the slides, brochures, or handouts.

Managing Group Presentations

At times you may be required to deliver a presentation as part of a group, with each presenter having a defined role to play, and specific content to deliver.

Be aware that preparing for and managing the delivery of a presentation by a group requires more attention to detail and more time than if you were to give an individual presentation.

Planning

In addition to the 5-Step Preparation Process outlined above, the planning process for a group presentation needs to consider:

- The speaking skills of each presenter.
- The degree of authority (or perceived authority) held by each presenter. Will that help or hinder their delivery and impact on the audience?
- Who will be presenting each section (or module/s) of the presentation?
- Who will be the best person to present the Purpose and Close stages?
- How much time will be allocated for each section?
- How will visual elements (such as PowerPoint slides) remain consistent?
- Who will be the timekeeper?
- Who will manage responses to questions asked during 'general' question time?

Roles & Teamwork

A group presentation is really a performance. Like any stage show the performance needs a cast, and must be choreographed. The roles within your presentation may be decided upon:

- Seniority
- The amount of input provided into developing the content
- Whoever knows the audience best
- Those with particular expertise or knowledge of the content

Regardless of who is chosen, each role must be clearly defined so presenters can play their part to best effect.

Do all presenters know where to stand (or sit) during the presentation? Is the layout of the room understood? Has there been a rehearsal (or three) to give everyone confidence as a team?

Is there agreement on the best way for presenters to introduce themselves? How much should they say? Is that consistent with the other presenters?

How should each presenter pass over control to the next person? Will that transition happen smoothly and professionally?

Consistent Message

Every presenter has his or her own style. That is great. But it can also be a hindrance when trying to coordinate a group presentation. One factor for gaining consistency is to allocate roles with clarity, so everyone knows what they must achieve. Another important factor is to closely review the 'script' used by each presenter. Is it on message? Is it timed correctly?

Key themes can be stated in a variety of ways, preventing boring repetitive messages coming from each presenter. It is also important for each presenter to clearly understand how their content (logic and emotion) contributes to the overall impact of the presentation.

Handling Questions

Following the PEAC Presentation Model, questions may be managed individually by presenters during delivery of their allocated content/modules. Alternately (and this is often the case) questions may be taken after all content is delivered but before the Close stage. In this situation it is recommended that a key presenter be tasked with the responsibility of determining who should answer each question – sort of like the Chairperson managing responses at a panel discussion.

This ensures only one person (the most appropriate person) speaks at a time, and avoids the potential for perceived conflict of views between presenters, who individually may give answers from varying perspectives.

Managing Presentations as Workshops

When you run an interactive session, usually called a workshop, there are some fundamental differences to giving a standard presentation.

Presentation vs. Workshop

A presentation is usually thought of as a one-way delivery of a message. Sure there may be some questions asked by the audience, but essentially the presenter is doing the communicating (delivering a pre-defined message). The audience's job is to listen.

> *Note: Even though previously it was suggested to view a presentation as a (two-way) conversation, for the purpose of comparison with a workshop we will use the traditional view of a presentation being mainly one-way.*

In contrast, a workshop is usually much more interactive, and progresses in a different manner to a presentation, taking into account the participation of the audience.

The audience - that is, the workshop participants - **actually help create the meaning of the session**. Importantly the outcome of a workshop often requires participants to actively create something as a result of their participation (such as a plan or a new way of doing something).

Layout of Room

Seating/Tables
For a workshop it is best to use seating that facilitates the activities the participants will be doing. For example, for group discussions seating in a circle is suitable. If writing is required it is best to use a table to provide a suitably sized writing surface. If the activity is likely to be noisy (e.g. loud voices) consider separating the groups as much as possible, or use a breakout area for more space.

There usually is a 'front' of the room that all participants must be able to see, to watch the speaker or view information on a screen or board. Table and chair layouts must take that into account for example with open-ended tables.

<u>Lighting</u>

Ensure adequate lighting for the tasks. If people are writing or reading the light must be strong enough (without shadows). Many meeting rooms have adjustable or dimmable lights, or multiple switches for spot lights, down lights, and fluorescent lights etc. Test them out and use the best combination to suit your group. For workshops lasting more than 2-hours it is advisable to have some natural light, as much as possible.

Involve Everyone in the Room

Make sure you pay attention to everyone in the room by moving around amongst the participants wherever possible. Some participants may be naturally more talkative or outgoing and demand more attention. Don't make the mistake of ignoring the quieter members of the group.

If someone is a bit quiet, gently ask for their ideas or input on particular topics. Never use strong or confrontational tactics that may alienate people or cause them to stop participating. Keep the environment open, friendly, and non-threatening.

Practice Using Your Visuals

Whether you are using PowerPoint displays, a whiteboard, flipchart, posters, or other props and visual aids, make sure you practice using them.
- Run through doing a demonstration. Know exactly how it works.
- Practice drawing your diagrams on the whiteboard.
- Double check any sums or calculations you will be using.
- Be comfortable with using a flipchart (limited space on page) and make sure your writing is large enough to be seen by everyone.
- Be prepared for where to position charts, posters, or other material you may want to stick on the wall, hang up, or keep on display for reference during the workshop. Check with your venue: some do not allow anything to be adhered to the walls.

Interact One-to-One

For participants, one of the main benefits of a workshop is to interact and learn from the presenter. Additionally, other participants may have value to add through their personal experiences, training, or background. Therefore it is important to involve the participants and facilitate full communication to realise maximum value from the session.

- As the facilitator/presenter move off the stage, away from the podium, and into the audience space.
- Be sure to fully answer all questions - ask to check that you have.
- Thoroughly discuss key points (as much as time permits) asking for experiences from other participants to expand upon the situation being discussed.
- Ask for, and explore, opinions from the audience.
- Help participants take part in activities - offer advice and guidance.

Get the Timing Right

Know how much time will be needed for participants to reach the outcome you desire. Plan your timing to allow for a short break out of their seats at least every 90-minutes.

Allow time for people in groups to set themselves up and get comfortable with each other.

Allow time for you to gain feedback from everyone and summarise progress.

Let participants know how much time they have for each activity - this helps them self-manage and forewarns them of when you will be moving on from that activity.

About Stuart Ayling

Stuart Ayling specialises in sales improvement strategies and soft skill development for expertise-based businesses. Stuart has worked in sales/marketing for over 20 years and holds a Bachelors Degree in Marketing and a Graduate Certificate in International Business.

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With a background in corporate sales and marketing management roles Stuart founded Marketing Nous in 1999, and has worked with leading businesses across Australia and internationally. He regularly conducts in-house sales and presentation skills training programs based on his SOX™ Question Technique, and the PEAC™ Presentation Model.

Bruce Watson, CEO, AUSCOAL Super Fund:
"AUSCOAL Super was looking for refinement and improvement for our Australia-wide based team of financial advisers, planners and managers who constantly present face to face seminars and workshops. Being a not for profit AUSCOAL Super needed the presentation skills without the hard sell and after extensive research Stuart Ayling was a clear leader to partner with AUSCOAL Super. The professionalism of our organisation has been lifted through both presentation content design and presenting skills thanks to the great support and assistance from Stuart."

Dr. Helen Higgins, Senior Researcher, Blue Care:
"Thank you very much Stuart for your help with my presentation skills. As a result my presentations at the conference were so much better. You will be pleased to know I was more animated; came out from behind the podium; engaged with the audience; and gave them the 'promise' so there was a definite 'what is in it for me' at the end. I changed the PowerPoint's as you suggested, and I could see my presentation really resonated with them. Thank you again for your wonderful help – it was very useful."

Managing Director, ASX Listed Mining Company, name withheld for privacy:
"Stuart, my new presentations in Melbourne went very well, much better than what I was doing before. Our share price jumped by 60% over the two days I was presenting to investors… I used your ideas from the clinic and they really worked! Thank you."

Rennie Colston, Sales Director, Kilargo Architectural Seals:

"Thank you so much for a brilliant session on Thursday. I think the format and content was ideal for where we are at with our presentations and your delivery style has received very positive feedback from the team. Thanks also for your notes, we will begin applying the outcomes from the 'tune up' session and I appreciate the offer of a final review once we have made the necessary changes."

Kylie Kinsella, Sales Manager – Australia & NZ, Hurll Nu-Way:

"We identified an opportunity to improve our technical team's presentation skills and needed professional help to make it happen. Stuart took time to understand our business and the training requirements of our staff. He was thorough in the pre-planning stage and was able to understand our training objectives and tailor his course to suit.

With only one day we had a lot of material to cover and Stuart created a positive learning environment for all involved. Initially addressing the presentation structure in theory, Stuart created a safe environment for the team to 'test' their new skills by presenting to their peers. I had positive feedback from all who participated and the result of improved presentations is already evident. Stuart provided our team with the steps and strategies to provide an effective presentation in the future."

James Holbeck, Career Adviser, Queensland Reds:

"The feedback from our coaches and management team was very positive and more importantly the structure and communication at meetings has since improved markedly, with the coaches now more comfortable in presenting because they have a simple formula that works."

Richard Green, Managing Director, CatapultBI:

"I had to present in a lead spot at a major Australia-Pacific conference where our company was a major sponsor. I engaged Stuart to turn this into a great presentation. He drilled me hard and certainly provided me with an edge that moved my presentation from a likely mundane talk to an engaging high impact presentation."

Contact Marketing Nous to explore your training options.

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