



Corporate Ovations **YOUR ROADMAP TO MORE EFFECTIVE PRESENTATIONS**

How You'll Benefit:

- Gain confidence and control when presenting to any audience.
- Learn to organize ideas using proven frameworks for clarity and flow.
- Apply storytelling and message design techniques that keep audiences engaged.
- Deliver presentations with credibility, poise, and authenticity.
- Receive structured feedback to improve delivery, body language, and presence.

Program Overview:

This immersive two-day workshop equips professionals with the skills and confidence to deliver clear, compelling, and audience-focused presentations. Participants learn how to design messages that inform, influence, and inspire action using iSpeak's proven communication frameworks. Through a blend of instruction, video practice, and coaching, learners refine their structure, delivery, and visual communication. They'll also apply storytelling, audience analysis, and vocal/body techniques to enhance credibility and engagement. The result: presenters who communicate complex ideas simply, deliver messages with impact, and leave audiences motivated to act.

Who Should Attend:

- Professionals who present project updates, recommendations, or business results.
- Leaders and managers who must communicate ideas and inspire others.
- Engineers, technical experts, and analysts who need to explain complex topics clearly.
- Rising professionals seeking to strengthen communication and presentation confidence.

Tools You'll Receive:

- **Audience Analysis (Who-Know-Care)** - Identify what the audience needs and values.
- **Know-Feel-Do Model** - Define your presentation goal and audience outcomes.
- **Message Builder Framework** - Structure ideas clearly for understanding and retention.
- **What-Why-How** - Simplify complex content into logical, audience-centered segments.
- **5 Elements of Narrative** - Use storytelling to make business points relatable.
- **Visual Design Principles** - Create visuals that enhance, not overwhelm, your message.
- **Delivery Skills** - Control pace, voice, and body language for confident communication.
- **Feedback Framework** - Apply structured, constructive feedback to refine delivery.



Concepts we'll teach you (Objectives):

- How to define your message and identify your audience's needs.
- How to use proven structures to design clear, engaging presentations.
- How to enhance delivery using voice, presence, and visuals.
- How to apply storytelling and emotional connection to influence decisions.
- How to give and receive feedback to continually improve presentation effectiveness.

Activities:

- **Video Recordings & Playback Coaching** – Participants present, review, and refine delivery.
- **Structure Practice** – Build presentations using the Message Builder and Know–Feel–Do models.
- **Storytelling Exercises** – Create short stories to add context and engagement.
- **Body Language and Vocal Delivery Drills** – Improve projection, energy, and confidence.
- **Peer Feedback Sessions** – Apply coaching techniques to give and receive feedback.
- **Final Presentation Delivery** – Present a structured business message using all tools learned.

Agenda:

Day 1: Message Design and Structure

- The Power of Perception and Presence
- Audience Analysis: Who–Know–Care
- Defining Your Purpose: Know–Feel–Do
- Message Builder Framework
- Using the What–Why–How Model
- Storytelling and the 5 Elements of Narrative
- Practice: Structuring and Framing Your Message

Day 2: Message Design and Structure

- Visual Design: Supporting the Message
- Delivery Skills: Voice, Body, and Movement
- Practice with Feedback: Presentation Delivery
- Storytelling and Emotional Engagement
- Handling Nerves and Q&A Techniques
- Final Presentations and Coaching
- Commitments and Application Plan

Delivery Format
In-Person or Virtual

Duration & Structure
14 hours

Up to
10 participants

Targeted Reinforcement:

1. **Short Cut Card (Included):** Quick reference guide of the tools and tips learned in class.
2. **AI Coach Experience for 30 days** (Additional Fee)
 - **Scenario 1: Opening with Impact Using CABA:**
Practice a 2-minute presentation opener using the CABA model—Credibility, Attention, Body, Audience. Craft a strong first impression that sets the tone, hooks your audience, and previews your message.
 - **Scenario 2: Delivering a Strong Presentation Close:**
Practice delivering a powerful close using the MAS model—Memorable, Action, Summary in under 5 minutes.
 - **Scenario 3: Structuring the Body of Your Presentation:**
Practice delivering the body of your presentation using a clear structure. Apply Simple–Structure–Support with models like What–Why–How or Good–Bad–New to organize your message for clarity and impact.
 - **Scenario 4: Delivering Your Full Presentation:**
Present your complete message to a senior leader, using all the skills you've built—CABA opening, structured body, storytelling, Q&A handling, and a MAS close. Practice delivering with confidence and composure, even when facing a tough or unknown question.