



# Presentation Skills for **BUSINESS PROFESSIONALS**

## 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 7-hour workshop helps professionals gain confidence and control when presenting to any audience. Participants learn to organize ideas using proven frameworks that create clarity, flow, and purpose, while applying storytelling and message design techniques that keep audiences engaged. Through instruction, video practice, and structured coaching, learners strengthen delivery skills that help participants simplify complex ideas and design audience-centered messages. The result: presenters who deliver clear, compelling messages and continually improve through effective feedback.

## Who Should Attend:

- Professionals who present project updates, recommendations, or business results.
- Leaders and managers who must communicate ideas effectively.
- Engineers, technical experts, and analysts who need more structure in their presentations.
- Rising professionals who want to strengthen audience engagement and personal 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.
- **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 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.
- **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:

- Topic 1: **The Power of Perception and Presence**
- Topic 2: **Audience Analysis: Who-Know-Care**
- Topic 3: **Defining Your Purpose: Know-Feel-Do**
- Topic 4: **Message Builder Framework**
- Topic 5: **Using Simple Message Structures**
- Topic 6: **Practice: Structure Your Message**
- Topic 7: **Delivery Skills: Voice, Body, and Movement**
- Topic 8: **Practice with Feedback: Presentation Delivery**
- Topic 9: **Handling Nerves and Q&A Techniques**
- Topic 10: **Final Presentations and Coaching**
- Topic 11: **Commitments and Application Plan**

Delivery Format  
**In-Person or Virtual**

Duration & Structure  
**7 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.