



# Elevating the presentation skills of your teams

2025

**PREZ**EXPERT  
effective business presentations



**PrezExpert is a boutique communication firm  
dedicated to effective business presentations**



# 4 complementary services

## Training



**Exhaustive  
APPROACH**

## Presentation design



**Turnkey  
SOLUTION**

## PowerPoint templates

*Generic or  
Purpose-specific*



**Useful  
TOOLS**

## Coaching



**Relevant  
ADVICE**

**A ONE-STOP-SHOP for ALL your presentation-related needs**

# An impressive client roster

Very large  
organisations



**Bell**  
**CAE**

**Scotiabank®**  
CPP **Investments**



Medium to  
large size  
organisations



**[intact]**

**VIA Rail Canada**

**metro**

**Ivanhoé  
Cambridge**

**ALAN ALLMAN ASSOCIATES**

**FASKEN**

Universities  
and other  
organisations



**McGill**

**EMBA** **McGill**  
**HEC MONTRÉAL**

**NRC · CNRC**

**sherbrooke**  
**innopole**

Canadian Investor  
Relations Institute



Institut canadien  
des relations  
avec les investisseurs



**Presentation skills** rank very high amongst “power skills”  
contributing to professional growth and success



**Presentations impact**

**42%**

**of the professional time  
of people like you**

**19%**

of time spent  
**DEVELOPING**  
presentations



**23%**

of time spent  
**ATTENDING**  
presentations

**Sample of 2,500+ people trained by PrezExpert since 2018**

# 4 essential skills required for effective presentations

## Storytelling & Structure



## Slide Design



## Delivery



## Knowledge of PowerPoint



8,000+ professionals, managers and executives trained worldwide

# 6 workshops to cover all potential needs

## Storytelling & Structure



1

### Developing Effective Business Presentations

7-8 hrs

## Slide Design



2

### Creating Effective Slides

3.5 hrs

3

### Making Your Data Speak

7-8 hrs

*Under development*

## Delivery



4

### Presenting like a PRO

3.5 hrs

5

### Presenting to Executives

3.5 hrs

## Knowledge of PowerPoint







6

### Mastering PowerPoint

3.5 hrs


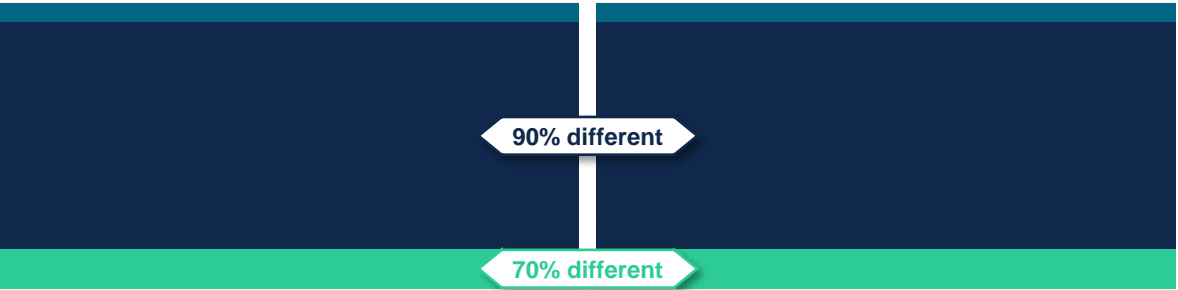





# Personalized workshops delivered virtually or in your office to groups of ~10 participants

		1 Developing Effective Business Presentations	2 Creating Effective Slides	3 Making Your Data Speak
Length (hours)		7-8	3.5	7-8
# of sessions		1 or 2 on-site / 2, 3 or 4 virtual	1 (on-site or virtual)	1 or 2 on-site / 2, or 3 virtual
Typical learners' profile		Professionals of all levels who must lead meetings, craft compelling stories and create effective slides to bring their stories to life. This exhaustive workshop teaches a thorough process which will help them to structure their ideas and to build presentations from scratch.	Professionals who create short presentations (2-5 slides) and want to maximize the impact of their slides while saving time. This workshop will teach them how to make slides that are easier to process, to understand and to remember... but does not address structure or storytelling principles.	Professionals working in data-heavy environments, who need to distill large quantities of data into simple business stories and effective data-based visuals. This workshop will help them to turn data into business insights and to make effective data-driven recommendations.
Skills developed	Storytelling & Structure 	<div>Same content</div>	<div>90% different</div>	<div>Under development</div>
	Slide Design 			
	Delivery 			
	Knowledge of PowerPoint 			
Hands-on exercises		Exercise to better understand and choose the best «building blocks» to create impactful introductions. + Workshop #2 exercise.	Rework one of your own slides in PowerPoint and present the «slide makeover» to the other participants.	Under development.
Maximum # of participants		13	13	13

Prices above are valid for any workshop delivered in 2025. Excluding \$95 extra charge for any training session delivered in person.

# Personalized workshops delivered virtually or in your office to groups of ~10 participants

		4 Presenting like a PRO	5 Presenting to Executives	6 Mastering PowerPoint
Length (hours)		3.5	3.5	3.5
# of sessions		1 (on-site or virtual)	1 (on-site or virtual)	1 (on-site or virtual)
Typical learners' profile		Professionals of all levels who must frequently lead meetings or deliver content to diverse audiences. This workshop explores the attributes of the voice and provides effective tactics to keep audiences engaged in virtual, face-to-face or hybrid meetings.	Professionals who are frequently asked to present to senior audiences in higher-stakes situations. This workshop explores the different ways in which executives lead meetings and make decisions, how to adapt, to anticipate and to handle tough questions.	Professionals who are not comfortable with PowerPoint and make little use of the software's potential. This workshop will boost their confidence and help them to save precious time.
Skills developed	Storytelling & Structure 			
	Slide Design 			
	Delivery 			
	Knowledge of PowerPoint 			
Hands-on exercises		Each participant delivers their own content, followed by constructive feedback.	Each participant delivers their own content, followed by constructive feedback.	Several short exercises to practice many of the PowerPoint features covered in the workshop.
Maximum # of participants		12	12	12

Prices above are valid for any workshop delivered in 2025. Excluding \$95 extra charge for any training session delivered in person.

# Proposed training pathway

## Question #1

Does this person need to improve their **KNOWLEDGE** of the PowerPoint **SOFTWARE** to become more efficient?

YES

Workshop #6 Mastering PowerPoint

NO

Question #2

## Question #2

Does this person often need to **CONVINCE** their audience?  
**AND/OR LEAD** important meetings?  
**AND/OR BUILD** complete presentations from scratch?

YES

Workshop #1 Developing Effective Business Presentations

NO

If the person simply needs to create **clearer and more effective slides**, without building complex stories from scratch

Workshop #2 Creating Effective Slides

Question #3

## Question #3

Does this person often need to build data-based stories and recommendations?

YES

Workshop #3 Making Your Data Speak

NO

Question #4 – Next page



# Proposed training pathway (cont.)

## Question #4

Is this person increasingly called upon to PRESENT or they want to improve their verbal delivery skills?

YES

Workshop #4 Presenting like a PRO

NO

Pathway completed until needs change

Question #5

## Question #5

Does this person often PRESENT higher-stakes content to EXECUTIVES?

YES

Workshop #5 Presenting to Executives

NO

Pathway completed until needs change

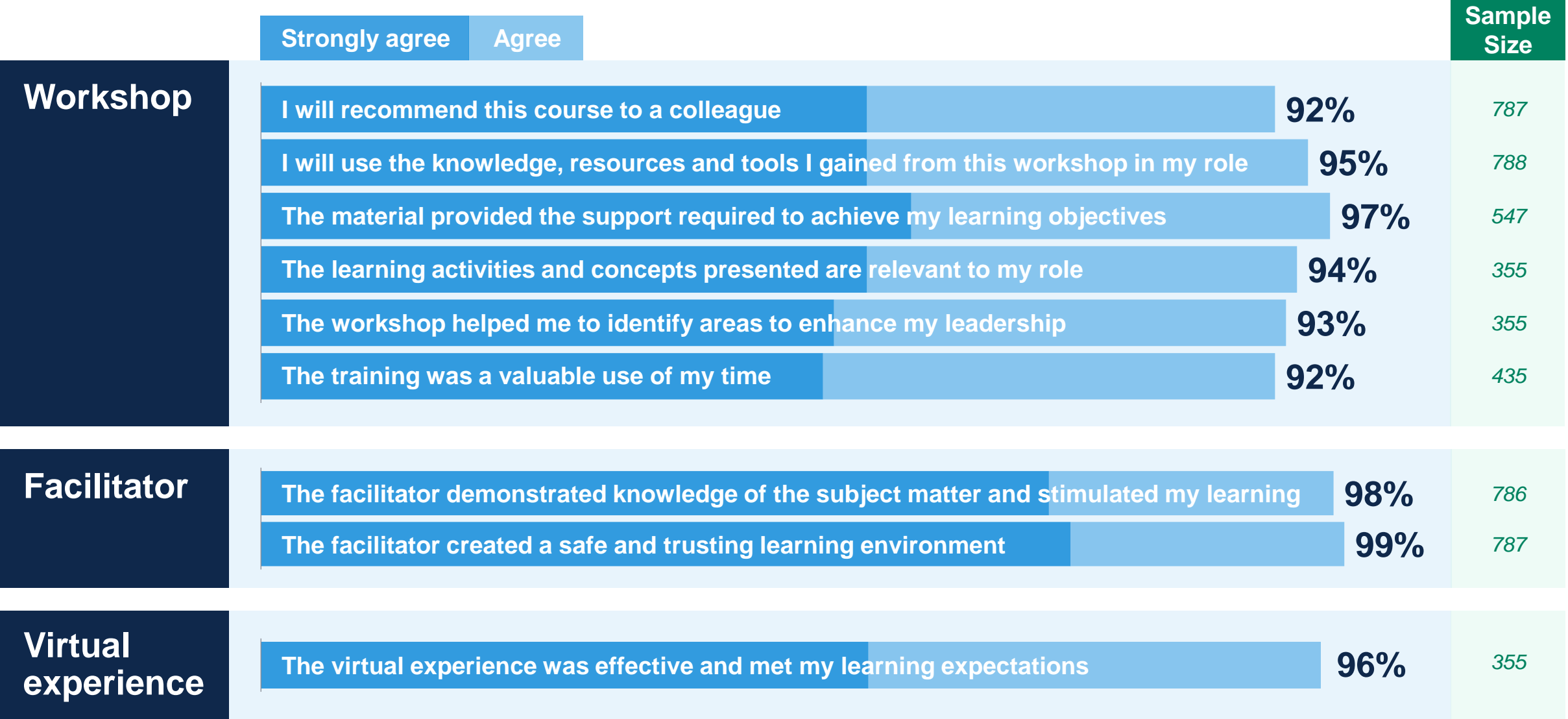
# PrezExpert recognized as a top workshop provider in Canada

[Click here to read the full article  
from \*Manage HR\*](#)



RECOGNIZED BY  
**MANAGE HR**

# 92%+ participant satisfaction across all key metrics



Source: Internal client survey of PrezExpert workshops participants

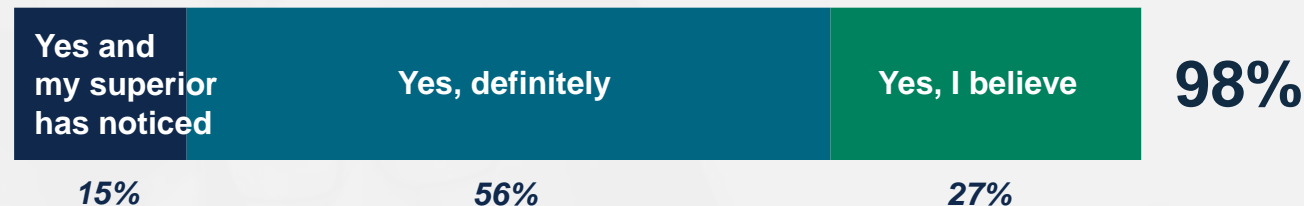




# Long term impact confirmed by 55 participants

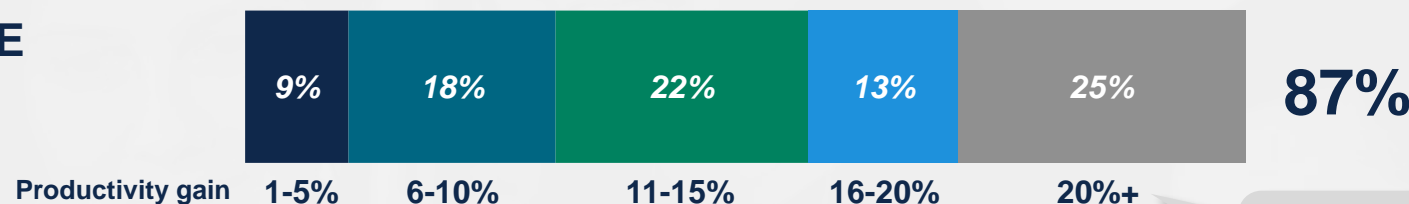
**98%**  
of participants

create **MORE EFFECTIVE**  
presentations



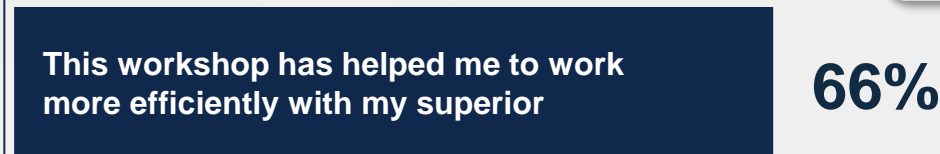
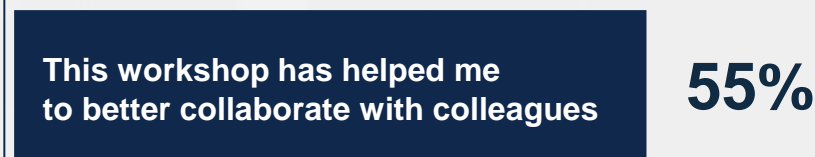
**87%**  
of participants

are **MORE PRODUCTIVE**  
when developing  
presentations



**55%+**  
of participants

**COLLABORATE BETTER**  
with colleagues



~15% average  
productivity gain

Also implies time  
savings for the superiors  
of people trained



# Better communications, leadership and impact

*The PrezExpert process and tools help to focus the right work at the right level. Our leaders now clearly articulate the objectives from the start, making it much easier for presentation developers to effectively reach the right audience with the right message.*

*We now produce more powerful presentations with fewer iterations.*

**Kristine Emmett**

Former Human Resources VP  
**Bell Canada**



# Compelling feedback from workshop participants



## Excellent investment

“Overall, it's a great course, worth the time and cost.”



## For all skills levels

“Whether you think you are an expert at creating presentations or not, there is always something to learn to communicate your ideas more effectively. It is the small things that you don't think of that can really take your presentation to the next level. This course is for participants at all levels.”

“Thank you very much for yesterday's workshop; it was very dynamic and instructive, regardless of our proficiency level in PowerPoint.”



## For analysts to senior leaders

“I see great value in making this training and resources available to all employees in our company.”

“Excellent program which I would highly recommend to all leaders in our company.”



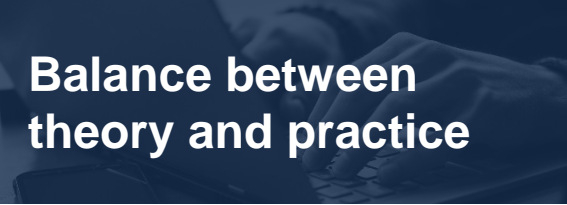
## Applicable every day

“It was obvious even during the class how this can be readily applied to what I do.”

“The workshop was informative, practical and very useful for my job.”




# Compelling feedback from workshop participants



## Balance between theory and practice

“This workshop was very well balanced in terms of theory and practice, but also individual work vs team work.”



## Deeper thinking for greater influence

“I have found that the course has taught me to structure my message according to whom I am presenting to. I find it has also helped me to step back and understand where and how I should structure my information without overloading the page.”

“This workshop will definitely help me in terms of credibility and professionalism.”



## Practical tools included

“The material was impressive, especially the *pTOOLS* and the presentation templates customized for our company.”



## Seasoned facilitator

“Karl Genest did a fantastic job of presenting the material. He is positive and enthusiastic and knows the subject matter very well. He had the whole class paying full attention throughout the course.”



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**[www.prezexpert.com](http://www.prezexpert.com)**

[karl@prezexpert.com](mailto:karl@prezexpert.com) 514-915-3597

**Communicate. Impact. Succeed.**