



How we can help you

2024

PREZEXPERT
effective business presentations



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

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



More impact...

... in less time

To improve the PERFORMANCE of your organization

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

CPP Investments

Scotiabank®

CN



Medium to
large size
organisations



**Ivanhoé
Cambridge**



lightspeed

simons

metro

FASKEN

Universities
and other
organisations



McGill

EMBA

McGill
HEC MONTRÉAL



SOLMAX

NRC · CNRC

Canadian Investor
Relations Institute



Institut canadien
des relations
avec les investisseurs

A highly professional and passionate team



**Karl
Genest**

President and
Founder



**Kim
Moore**

Trainer and
Coach



**David
Braun**

Trainer and
Coach



**Charlotte
Verbiest**

Trainer and
Coach



**Svea
Braun**

Coach



**Benoit
Lévesque**

Head of
Presentation Design



**Fannie
Genest**

Training
Coordinator



**Luc
Deslauriers**

Graphic Designer

Karl Genest brings 20+ years of experience in high-impact presentations

- B. Com in Finance from McGill University
- MBA in Strategic Management from The Wharton School of the University of Pennsylvania (top 5%)
- Balanced Consulting / Corporate experience
 - Consulting: Bain & Company, Gemini Consulting, SECOR
 - Corporate: Bombardier, BRP, CN, Nortel
- Has worked directly with several CEOs such as...

■ José Boisjoli	BRP
■ Robert Brown	Bombardier, CAE
■ Marc Parent	CAE
■ Michael Sabia	CN
■ Claude Mongeau	SECOR, CN
■ Alexandre Taillefer	XPND Capital
■ Yves Leduc	BRP, VELAN

4 great reasons to partner with PrezExpert



PRESENTATION FOCUS

Benefit from our deep expertise



BUSINESS KNOWLEDGE

Improve your content's look AND quality, faster



COMPLEMENTARY SERVICES

Enjoy one-stop-shop simplicity and synergies



LONG-TERM PARTNERSHIP

Strengthen your capabilities - year after year

Training





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

4 different skills required for effective presentations

Storytelling & Structure



Slide Design



Delivery



Knowledge of PowerPoint



PrezExpert has trained 8,000+ businesspeople up to SVP level worldwide

4 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

Delivery



3

Presenting like a PRO

3.5 hrs

Knowledge of PowerPoint



4

Mastering PowerPoint



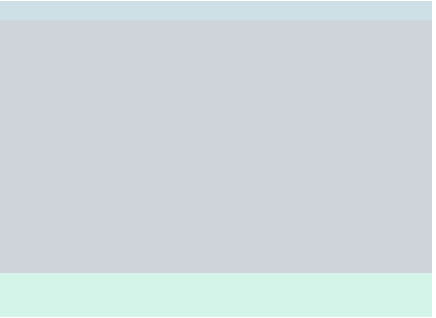
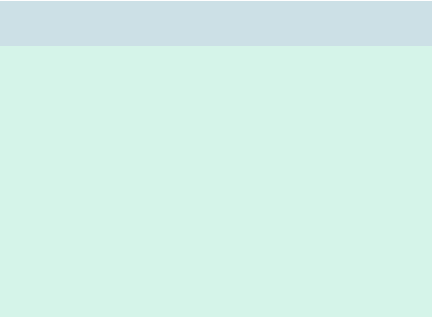



3.5 hrs

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

		1	2	3	4
		Developing Effective Business Presentations	Creating Effective Slides	Presenting like a PRO	Mastering PowerPoint
Length (hours)		7-8	3.5	3.5	3.5
# of virtual sessions		1*, 2 or 4	1	1	1
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 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 not comfortable with PowerPoint and make little use of the software's potential. The 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		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.	Each participant is assigned to a team of 3-4 people who will deliver a presentation provided by PrezExpert.	Several short exercises to practice many of the PowerPoint features covered in the workshop.
Maximum # of participants		13	13	12	12

* This workshop can be delivered face-to-face in a full day in your office

Developing effective business presentations is our most exhaustive and popular workshop

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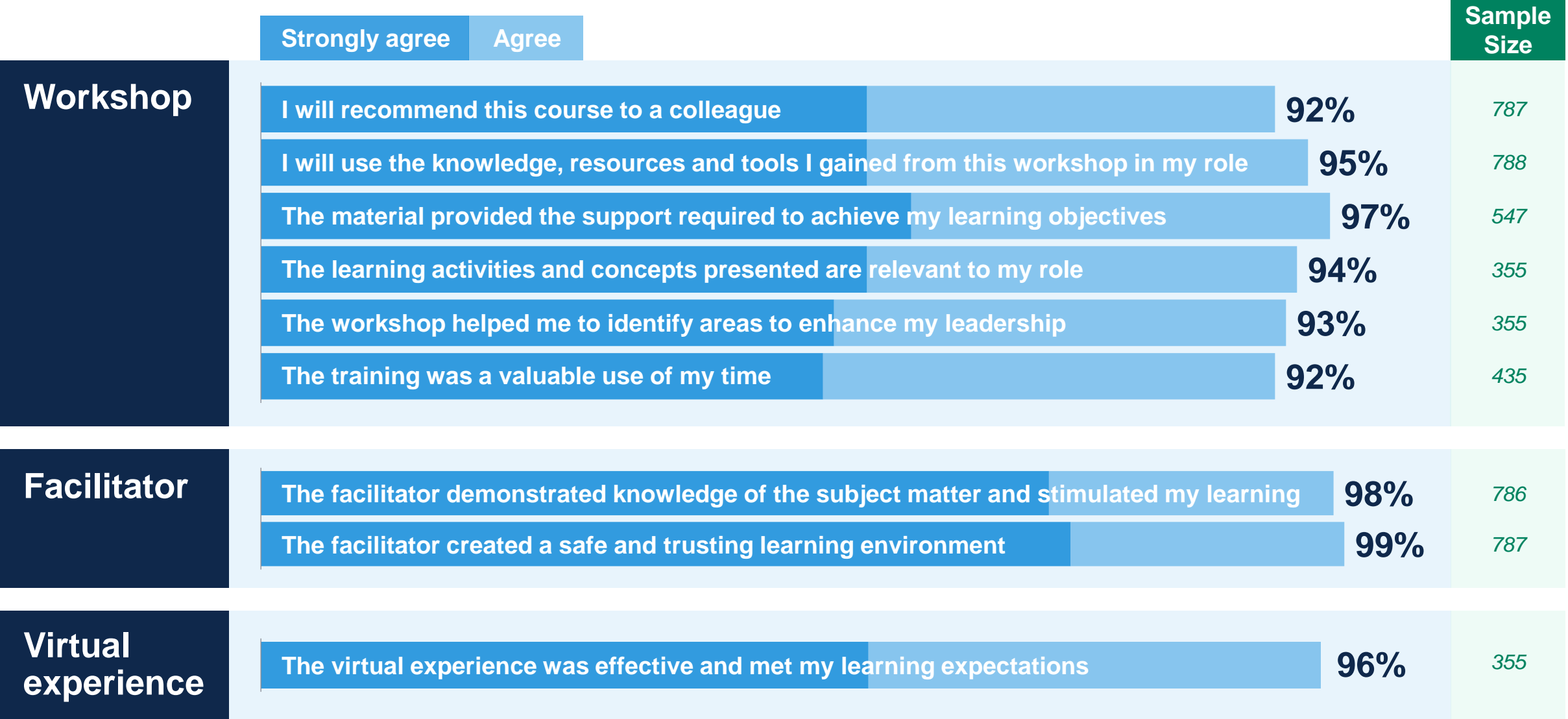
PrezExpert recognized as a top workshop provider in Canada

[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

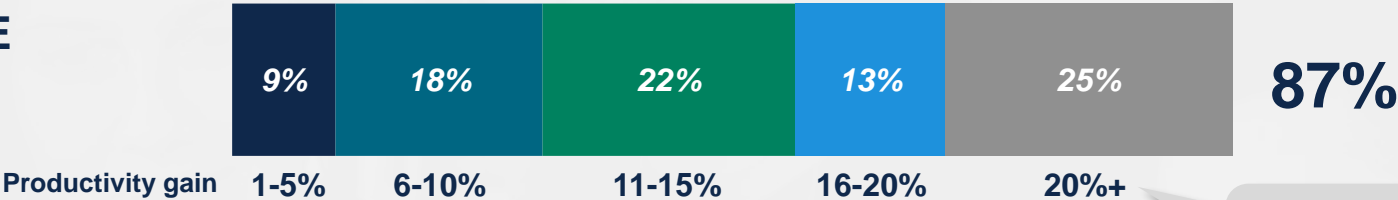
98%
of participants

create **MORE EFFECTIVE** presentations



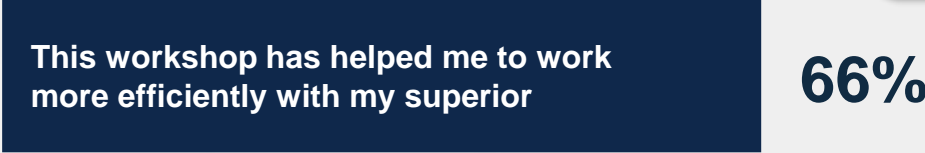
87%
of participants

are **MORE PRODUCTIVE** when developing presentations



55%+
of participants

COLLABORATE BETTER with colleagues

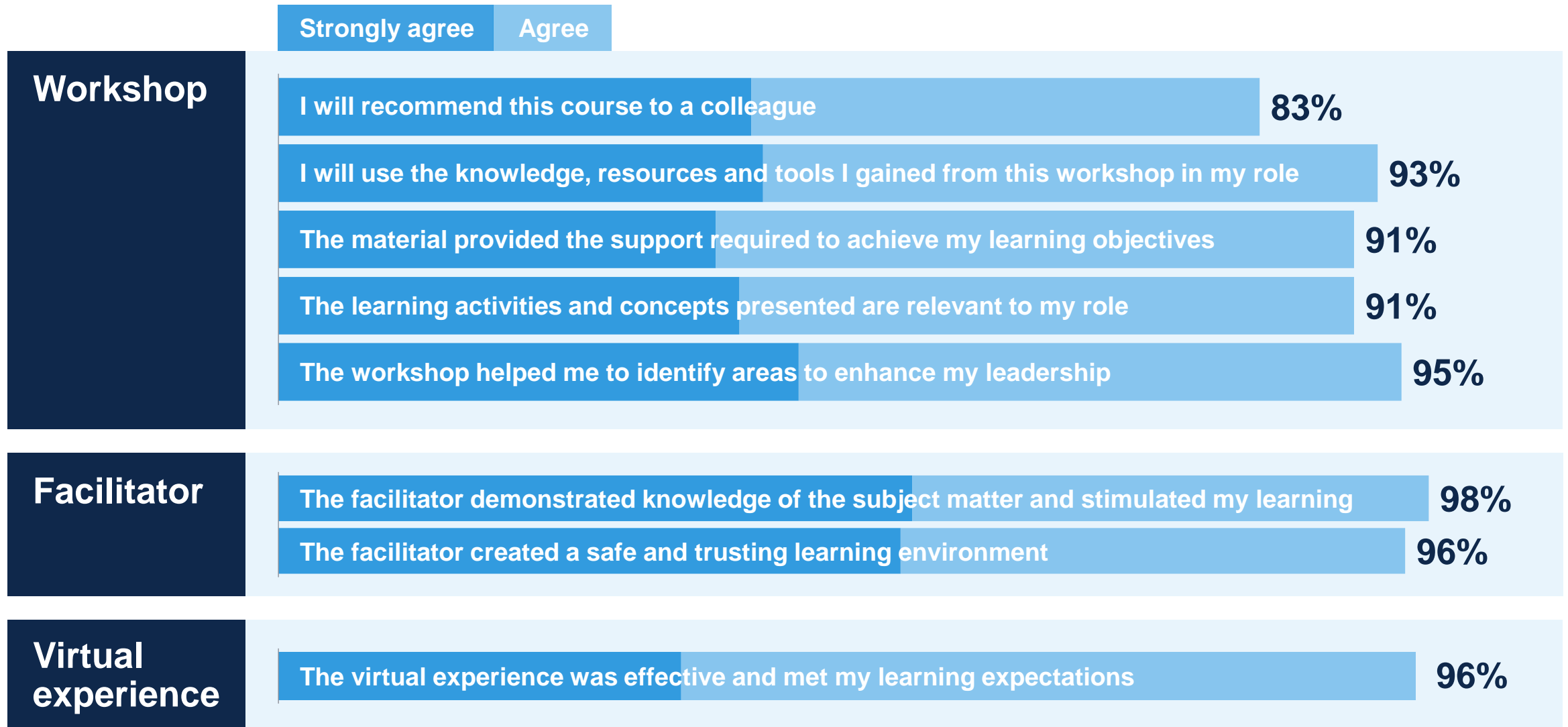


~15% average productivity gain

Also implies time savings for the superiors of people trained

Source: Internal survey conducted by PrezExpert with the support of 3 large clients. Sample size of 55 participants trained over 3 months before the survey.

91%+ participant satisfaction across 7 of 8 key metrics



Source: Internal client survey of 107 PrezExpert workshops participants



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.”

Presentation Design



Creating high impact presentations carefully designed to achieve your goals

**Decades of
experience in
creating strategic
presentations
for...**

- **CEOs and management teams**
Strategic plans, briefs on complex matters, market trends, strategic projects
- **Financial analysts or investors**
Investor day updates, quarterly results, confidential information memorandums (CIMs), roadshows
- **Boards of directors**
Business updates, strategic plan summaries, internal audit reports, investment projects, briefs on complex matters
- **Employees**
Town hall presentations, quarterly updates, training material
- **Customers and distributors**
Why do business with us, products/services offering, new product launches, certification or incentive programs
- **Suppliers**
Meeting with strategic suppliers
- **Conferences of all types**

[illegible]

Many ways to create / enhance presentations for our clients

3 sample projects	Strategic Offsite National Marketing & Sales Team	Investor presentation in New York City	2 conferences delivered in Las Vegas	PrezExpert rate		
# of slides delivered <small>Excl. cover, section dividers, closing page</small>	328	65	53	\$	\$\$	\$\$\$
Embellish and harmonize the look	✓	✓	✓		✓	✓
Identify inconsistencies	✓	✓			✓	✓
Add relevant animations	✓		✓		✓	✓
Create Excel tables	✓				✓	✓
Rework key messages		✓	✓			✓
Rework text to cut words		✓	✓			✓
Build storyline and messages with/for client			✓			✓
Find and integrate relevant images			✓	✓	✓	
Create many slides “from scratch”			✓		✓	✓
Create icons or retouch images				✓		
Create a translated PowerPoint version				✓	✓	

We deliver quality ... right from the first time!



Nous existons pour **rendre le monde plus sécuritaire**
We exist to **make the world safer**



Helene V Gagnon, APR, FCPRS · 1st
Chief Sustainability Officer and Senior Vice President, Stakeholder Engagement at CAE Inc.
Montreal, Quebec, Canada · [Contact info](#)

 CAE
 The London School of Economics and Political Science (LSE)

merci



Hélène V. Gagnon <helene.v.gagnon@cae.com>
To  Karl Genest

 You forwarded this message on 2022-06-05 20:10.

We're in NYC on the eve of our investor day. I really want to thank you. I called you for help, and you delivered. The slides are clear, on brand and homogenous. I'm very happy! It's a huge improvement from what we had before. THANK YOU. We can count on you.

Hélène

Posts by Manon



Manon Blanchette · 1st

Senior Director, Protection, Data Warehousing and SA...

Reposted from Julie Muckleroy · 2w · 

Proud to be at SAS INNOVATE to share our experience in modernizing our analytical ecosystem. Thank you, Karl Genest, for the preparation and coaching, and to my team for your day-to-day know-how.

#SASINNOVATE

Our expertise and efficiency help our clients SAVE TIME



Helping CEOs on high-stakes presentations

For over 10 years, Karl Genest from PrezExpert has been instrumental in ensuring the highest quality for our most important presentations to our Board of Directors and other key stakeholders.

José Boisjoli

President and Chief Executive Officer
Bombardier Recreational Products



Partnering with Corporate Communications teams

PrezExpert has trained my Global communications team and over 200 CAE employees on how to make impactful presentations.

They have also been very helpful in creating important presentations in partnership with my team, while respecting our corporate branding guidelines.

Hélène V. Gagnon

Chief Sustainability Officer and
Senior Vice President, Stakeholder Engagement
CAE

A man in a suit and glasses is standing in front of a window. The window has a view of a city with buildings. The man is looking towards the camera. The background is slightly blurred.

Giving life to your vision

Starting from a verbal brief and a very rough outline, Karl Genest and his team rapidly found and blended the right words, images and data to "give life" to my vision in a crystal-clear and compelling way.

They saved us hours of work and discussions and delivered a highly professional presentation that exceeded our expectations by far.

Alexandre Taillefer
Managing Partner
XPND Capital

Convincing investors

PrezExpert's contribution to our investor presentations was highly valuable. As design and data visualization experts, they developed a more refined look consistent with our branding guidelines.

More importantly, they also significantly improved the quality and clarity of our content and messages. Very few presentation experts can excel in these two dimensions, and so efficiently.

Paul Butcher

Vice-President, Investor Relations
CN

PowerPoint Templates

Generic or purpose-specific



PowerPoint templates are **the foundation** of our trade

PowerPoint Templates



Training



Coaching



Presentation Design



We create 2 different types of PowerPoint templates

Generic

85-90% of projects

- For all employees of an organisation
- Promotes brand consistency in presentations, across the company
- Several page layout options covering a wide range of needs
- Often available in more than one language and more than one format

Purpose-specific

10-15% of projects

- **Recurrent meeting / presentation** for which we want to formalize specific page standards
 - Project or business review
 - Bid approval, pricing review
 - Budget presentation, etc.
- OR
- **Special event** for which we want to develop a unique look
 - Conference
 - Shareholders' meeting, etc.

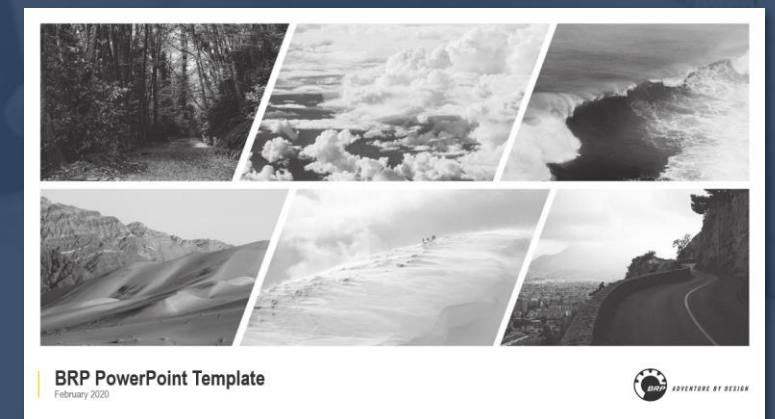
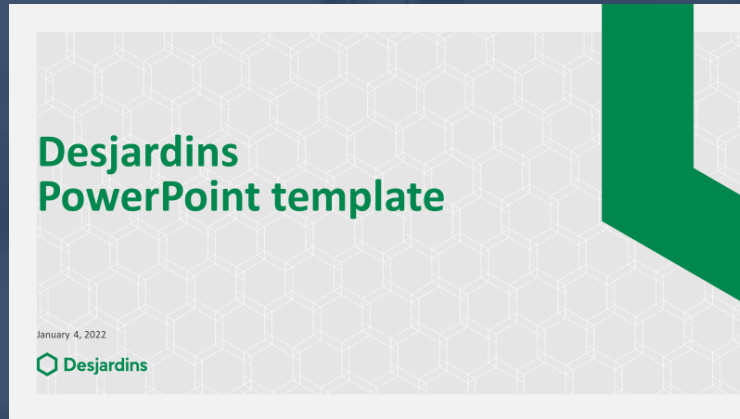
A professional template is the cornerstone of a high-performance presentation ecosystem

Brand image

Productivity and effective communications



Several renowned companies use a PrezExpert template



All the necessary expertise

Not only are they PowerPoint masters... but they understand and teach how to effectively communicate through slides in today's business world.

No graphic design agency could have delivered the versatile template they created for us.

Our new template is not just a branding asset... it is a real productivity tool for my team.

Debbie B. Drutz
President
Novus Media Canada

A superb productivity tool

Our corporate PowerPoint template already looked great, but PrezExpert took it to another level.

They added carefully programmed features and intuitive layouts which are helping our North American staff to better structure their information while saving a lot of time.

François Trépanier
Brand & Design Director
Volvo Bus North America

Coaching



Personalized coaching to raise the level of your presentations

**Working WITH YOU
on YOUR presentation
WHEN YOU need it**

- Flexible format
- Performed face-to-face or with *MS Teams* screen sharing
- Leveraging PrezExpert's process, tools and frameworks

**Can be
deployed
in 4 different
ways**

- 1** As an add-on to the PrezExpert workshop, to solidify the learnings
- 2** For busy executives, to give them a crash course
- 3** As needed, to strengthen any type of presentation
- 4** Integrated within formal training/onboarding programs

Board-level caliber

Our board presentation was both very strategic and highly complex.

Karl Genest rapidly helped us with relevant actionable feedback which allowed us to tighten our messaging.

I received very positive comments from several key stakeholders after we delivered that presentation.

Vincent Morin

Vice-President, Business Model and Value generation
Bombardier Recreational Products



PREZEXPERT

effective business presentations

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Communicate. Impact. Succeed.