



PREZEXPERT

effective business presentations

8 hrs
of training

Developing Effective Business Presentations

Create more effective presentations in less time with our exhaustive approach: process, tools, frameworks, principles and tactics.

Learn how to structure your presentations and your slides to maximize the attention, understanding and retention of your audience members.

Workshop objectives

Understand and use PrezExpert's 4-step **SP2C™** process with its **pSCOPE™**, **pPLAN™** and **pCHECK™** tools.

Recognize the **7 types of business communication objectives** and the 4 ways to impact your audience.

Learn to structure your ideas and develop your **storyline** before starting PowerPoint.

Increase the impact of your slides by transforming generic slide titles into powerful headlines.

Improve your slide creation skills through better use of the 9 slide elements and the **pCHECK™** tool.

Format

One-day face to face workshop OR a few live virtual modules spread over 2 weeks

Group of 6 to 18 participants

60/40 split between theory and hands-on exercises

Computer required for each participant

Other key topics covered

How to analyze your audience and leverage your introduction and conclusion to increase your impact.

Effective tactics to influence and to facilitate audience understanding and retention.

Best practices in the use of colours, charts, tables, bullets, images, diagrams and PowerPoint templates.



Your coach: **Karl Genest**

Founder and President of PrezExpert

Worked on strategic or board-level presentations with senior executives of Bell, BRP, CAE and CN.

Recognized by clients as a top presentation expert, combining an acute sense of structure and clarity with a flair for effective visuals.

Holds an MBA from the *Wharton School* of the University of Pennsylvania.

For more information, please contact us at karl@prezexpert.com or visit our website at www.prezexpert.com

We can help you in 4 different ways



Presentation Creation Workshops

In-company training sessions adapted to employee needs up to VP level, in English or French



Coaching

Personalized sessions that take your presentation to the next level using our proven approach



Presentation Design

Beautiful high-impact presentations, crafted to achieve your objective



Corporate Presentation Templates

Functional and elegant templates programmed to save time and foster brand consistency

Unanimous praise from workshop participants and executive sponsors

"My team and I were spending too much time reworking presentations several times... a lot of rework! The PrezExpert approach helps to focus the right work at the right level. We now produce more powerful presentations with fewer iterations."

Kristine Emmett
Human Resources VP
Bell Canada

"PrezExpert has trained my Global communications team and over 100 CAE employees on how to make impactful presentations. Their training sessions had a real impact on the ability of those trained to make better presentations while saving a lot of precious time."

Hélène V. Gagnon
VP, Public Affairs and Global Communications
CAE

« Excellent program which I would highly recommend to all leaders in our company. »

« This workshop will definitely help me in terms of credibility and professionalism. »

« In our world where it is sometimes hard to devote a full day to training, I felt this was a very good use of my time. »

An investment that pays for itself in less than 2 months

98%

of participants improve the effectiveness of their presentations

87%

of participants save time when creating new presentations

2 weeks

saved on average per participant per year