



Developing Effective Business Presentations

Full-day Workshop

Overview

Create more effective presentations in less time with PrezExpert's **SP2C™** process (Scope-Plan-CREATE-Check).

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

Workshop objectives

- **Learn to use PrezExpert's unique **SP2C** process** with its **pSCOPE™**, **pPLAN™** and **pCHECK™** tools
- **Recognise the 7 types of business communications objectives** and the 4 ways to impact your audience
- **Structure your ideas and develop your storyline** before starting to create slides with the *Building Blocks* framework and the **pPLAN** tool
- **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 workshop (7 hours of training)
- Group of 6 to 18 participants
- 60/40 split between theory and hands-on exercises
- Laptop computer required for each participant

Key topics covered

- Key things to know about your audience, and how they can influence the structure and content of your presentation
- Simple approach to balance the number of slides with the time available
- When to share your conclusion up-front or at the end of your presentation
- Best practices to facilitate audience understanding and retention
- Common mistakes in the use of charts, tables, and bullets

Your presentation coach: Karl Genest



Founder and President of PrezExpert

- Worked on strategic or board-level presentations with senior executives of Bombardier, Bell Canada, BRP and CAE
- Recognized by clients as a top presentation expert, combining an acute sense of structure and clarity with a flair for effective visuals
- Brings a rich corporate experience in marketing, strategic planning, finance, sales support and complex cross-functional projects
- Holds an MBA from the *Wharton School* of the University of Pennsylvania

Your one-stop shop for effective business presentations

PrezExpert is a communication and training company dedicated to effective business presentations.

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 carefully designed to achieve your objective

Corporate Presentation Templates

Functional and elegant templates preprogrammed to save time and ensure brand consistency

Unanimous praise from workshop sponsors and participants

"I have seen a clear improvement in the documents presented to me since we started to deploy the PrezExpert program. Also, we are now able to produce high-quality presentations more quickly, with fewer iterations."

Executive VP for Corporate Services, Bell Canada

"PrezExpert's pSCOPE tool is a huge time saver. It helps me to secure early alignment with key executives involved in my presentations. Reworks have been greatly reduced and meetings are a lot tighter now."

Product Development Director, Bombardier Recreational Products (BRP)

"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
average time saved
per participant
per year