



How we can help you

2026

**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



Medium to large size organisations



Ivanhoe  
Cambridge



Universities and other organisations



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

# 6 essential skills required for effective presentations

Storytelling  
& structure



Slide  
design



Business  
messaging  
& writing



Presentation  
delivery



Driving  
executive  
discussions



PowerPoint  
proficiency



9,000+ professionals, managers and executives trained worldwide

# 8 workshops to cover all potential needs

Storytelling  
& structure



**1 Developing Effective Business Presentations**  
7-8 hrs

same

**2 Communicating with IMPACT**  
3.5 hrs

Slide  
design



**3 Creating Effective Slides**  
3.5 hrs

Business  
messaging  
& writing



**4 Mastering Executive Summaries**  
3.5 hrs

*Under development*

Presentation  
delivery



**5 Presenting like a PRO**  
3.5 hrs

Driving  
executive  
discussions



**6 Presenting to Executives**  
3.5 hrs

PowerPoint  
proficiency



**7 Mastering PowerPoint**  
3.5 hrs

**8 Making Your Data Speak**  
7-8 hrs

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

		1 Developing Effective Business Presentations	2 Communicating with IMPACT	3 Creating Effective Slides
Length (hours)		7-8	3.5	3.5
# of sessions		1 or 2 on-site / 2, 3 or 4 virtual	1 (on-site or virtual)	1 (on-site or 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 need to improve their communication skills and become more strategic in order to better influence and persuade. This workshop will help them to better adapt to their audience and structure their ideas to ensure the success of important meetings and communications.	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.
Skills developed	Storytelling & structure	45%	85%	
	Slide design	40%		70%
	Bus. messaging & writing	10%	15%	20%
	Presentation delivery			
	Driving executive discussions			
	PowerPoint proficiency	5%		10%
Hands-on exercises		Team exercise to better choose the best building blocks to create impactful introductions + Workshop #3 exercise.	Team exercise to better understand and choose the best building blocks to create relevant and impactful introductions.	Rework one of your own slides in PowerPoint and present the «slide makeover» to the other participants.
Maximum # of participants		13	13	13

*\$100 extra charge for any training session delivered in person.*



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

		4 Mastering Executive Summaries	5 Presenting like a PRO	6 Presenting to Executives
<b>Length (hours)</b>		3.5	3.5	3.5
<b># of sessions</b>		1 (on-site or virtual)	1 (on-site or virtual)	1 (on-site or virtual)
<b>Typical learners' profile</b>		Professionals of all levels who must learn to summarize and communicate complex information more effectively with executives through short emails or verbal briefs. This workshop helps to understand what executives are looking for, and how to influence them effectively towards the best decisions and outcomes.	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 prepare, to anticipate, to adapt and to handle tough questions.
<b>Skills developed</b>	<b>Storytelling &amp; structure</b>	30%		35%
	<b>Slide design</b>			
	<b>Bus. messaging &amp; writing</b>	30%		5%
	<b>Presentation delivery</b>	30%	85%	
	<b>Driving executive discussions</b>	10%	10%	60%
	<b>PowerPoint proficiency</b>		5%	
<b>Hands-on exercises</b>		Each participant must prepare a clear and concise email for an executive, and simulate a short verbal executive brief, followed by constructive feedback.	Each participant delivers their own content/slides for about 5 minutes, followed by constructive feedback.	Each participant applies the concepts presented to prepare an executive meeting of their choice.
<b>Maximum # of participants</b>		10	12	10

*\$100 extra charge for any training session delivered in person.*



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

		7 Mastering PowerPoint	8 Making Your Data Speak
Length (hours)		3.5	7-8
# of sessions		1 (on-site or virtual)	1 or 2 on-site / 2, or 3 virtual
Typical learners' profile		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.	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		20%
	Slide design		65%
	Bus. messaging & writing		5%
	Presentation delivery		
	Driving executive discussions		
	PowerPoint proficiency	100%	10%
Hands-on exercises		Several short exercises to practice many of the PowerPoint features covered in the workshop.	<b>Under development</b>
Maximum # of participants		12	

\$100 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 #7 Mastering PowerPoint

NO

Question #2

## Question #2

Does this person often need to **CONVINCE** their audience? **AND/OR LEAD** important meetings?

YES

OPTION 1

The person also often has to **BUILD** complete presentations from scratch using a presentation medium (e.g., PowerPoint)

OR

Workshop #1 Developing Effective Business Presentations

YES

OPTION 2

The person doesn't really need to **BUILD** presentations using a presentation medium (e.g., PowerPoint)

Workshop #2 Communicating with IMPACT

NO

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

Workshop #3 Creating Effective Slides

Question #3 – Next page

# Proposed training pathway (cont.)

## Question #3

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

YES

Workshop #8 Making Your Data Speak

NO

Question #4

## Question #4

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

YES

Workshop #5 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 #6 Presenting to Executives

NO

Pathway completed until needs change

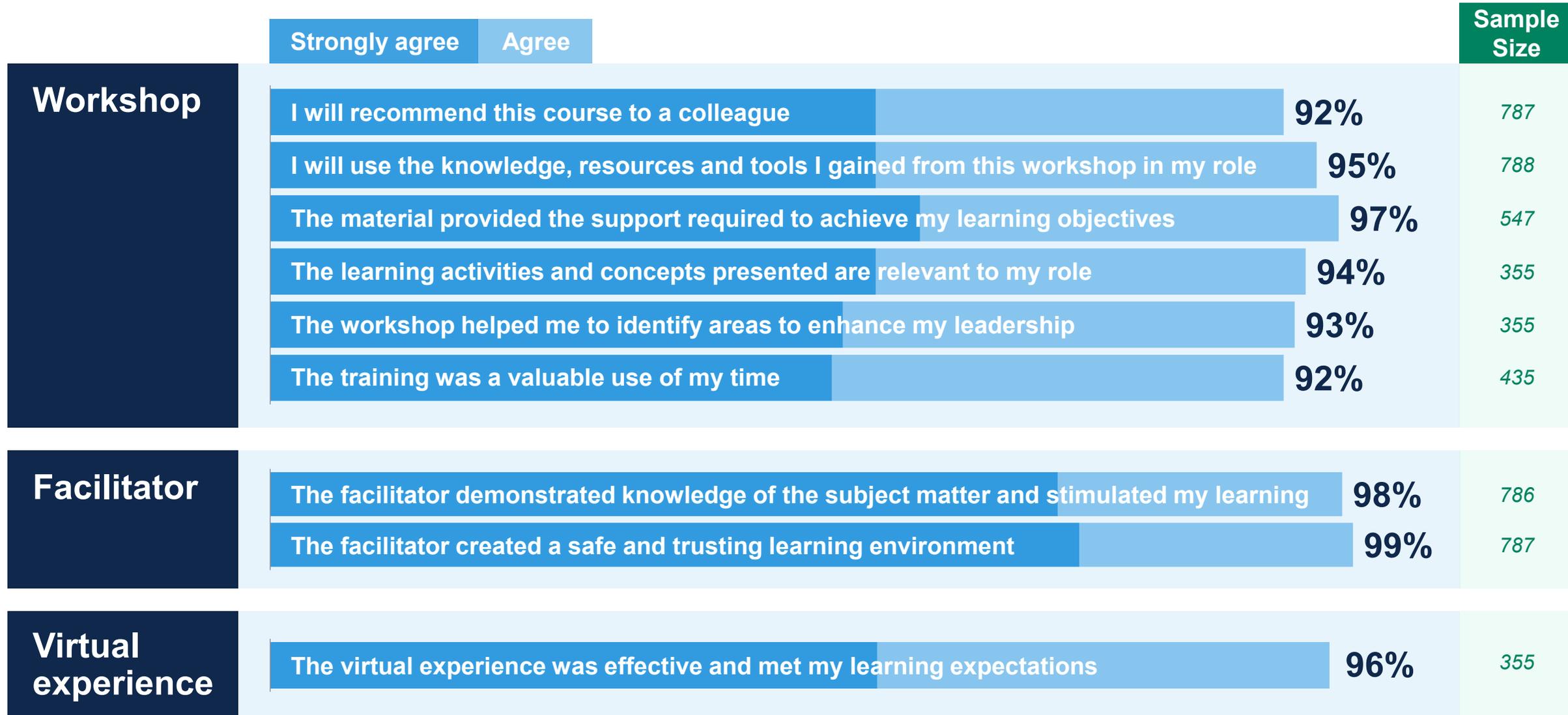
# PrezExpert recognized as a top workshop provider in Canada

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



RECOGNIZED BY  
**MANAGE HR**

# 92%+ participant satisfaction across all key metrics



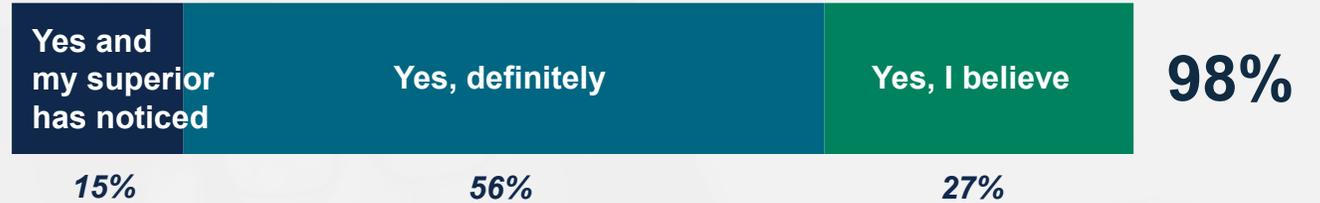
Source: Internal client survey of PrezExpert workshops participants



# Long term impact confirmed by 55 participants

**98%**  
of participants

create **MORE EFFECTIVE** presentations



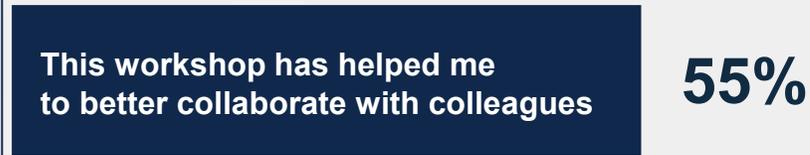
**87%**  
of participants

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

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



## **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

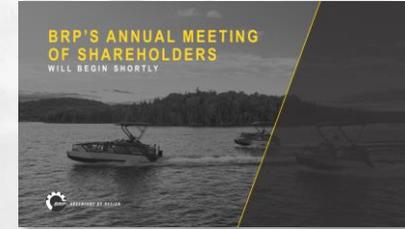
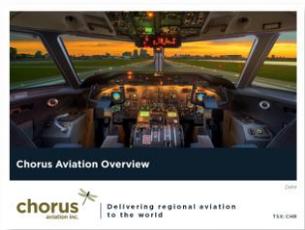
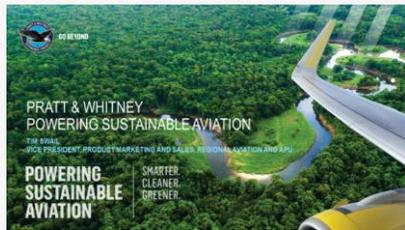


# Creating high impact presentations carefully designed to achieve your goals

**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**

# Hundreds of presentations developed for our clients in English or French



# 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		
<b># of slides delivered</b> <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](#)



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

merci



Hèle 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.

Hèle

## 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**

A man in a pilot's uniform stands next to an airplane. The uniform is light-colored with a name tag that reads "SEHAJIB SINGH". The background shows the side of a white airplane with a blue stripe.

# 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**

# 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

85-90% of projects

## Generic

- 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

10-15% of projects

## Purpose-specific

- **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

## Standards

- Logo
- Font
- Colours
- Text bullets

## Productivity Enablers

- Links to visual assets
- Choice of useful slide layouts
- Optional bottom message box integrated on slide layouts
- Versatile content placeholders
- Optimal programming of default colours, text bullets and other elements

## Visual Assets

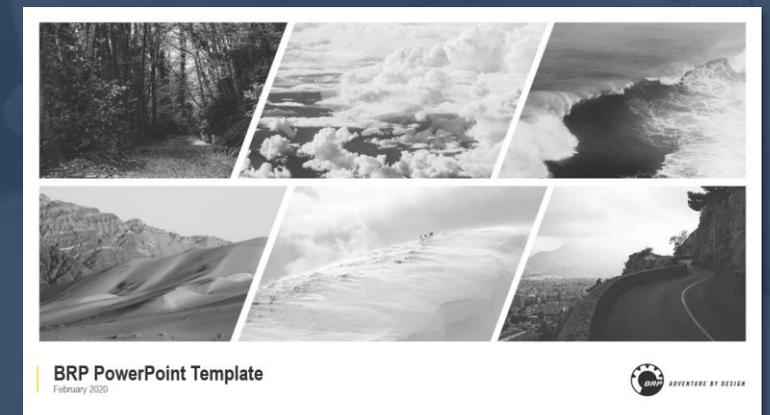
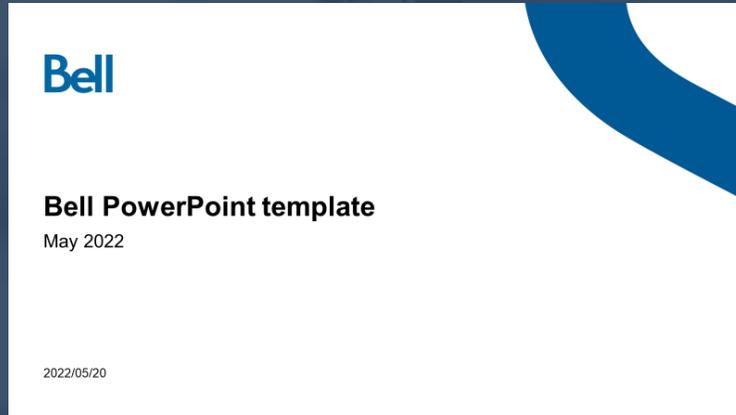
- Icons
- Symbols
- Images
- Preformatted charts and tables
- Additional optimized slides

## Communication Enhancers

- Headlines
- Bottom message boxes
- Vertical and horizontal blocks
- Rolling agenda
- Layout to create a powerful conclusion
- Subtle branding on content slides



# Several renowned companies using 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.**