



**Elevating the presentation skills of your teams**

2026

**PREZEXPERT**  
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**

 Ivanhoe  
Cambridge

  
ALAN ALLMAN ASSOCIATES

**FASKEN**

Universities and other organisations

 **McGill**

**EMBA**  McGill  
HEC MONTRÉAL

**NRC - CNRC**

sherbrooke  
innopole

Canadian Investor  
Relations Institute

**CIRI**

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**



# 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



Slide design



Business messaging & writing



Presentation delivery



Driving executive discussions



PowerPoint proficiency



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

same

same

**2 Communicating with IMPACT**  
3.5 hrs

**3 Creating Effective Slides**  
3.5 hrs

**4 Mastering Executive Summaries**  
3.5 hrs

**5 Presenting like a PRO**  
3.5 hrs

**6 Presenting to Executives**  
3.5 hrs

**7 Mastering PowerPoint**  
3.5 hrs

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

*Under development*

# 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

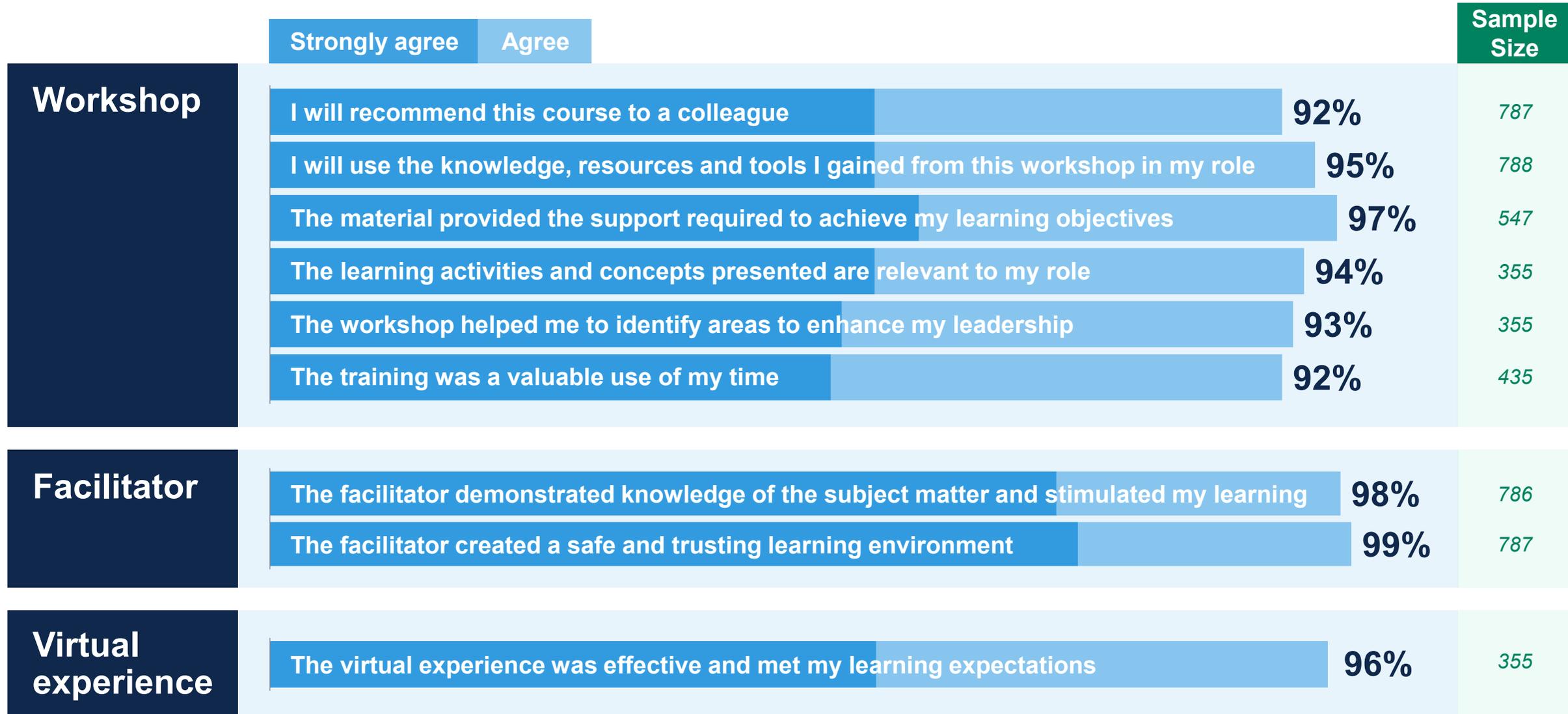
# PrezExpert recognized as a top workshop provider in Canada

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



RECOGNIZED BY  
**MANAGE HR**

# 92%+ participant satisfaction across all key metrics



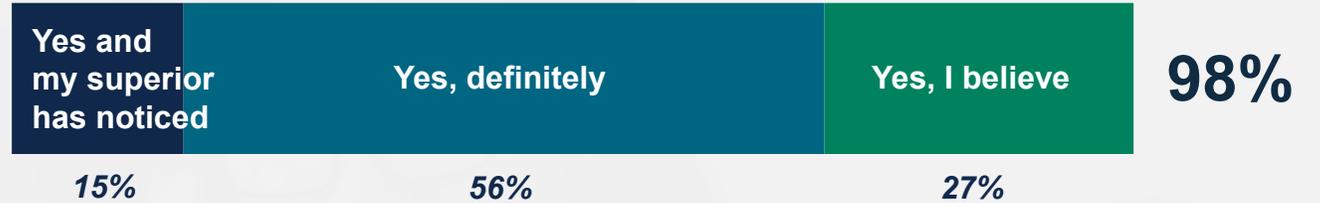
Source: Internal client survey of PrezExpert workshops participants



# 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

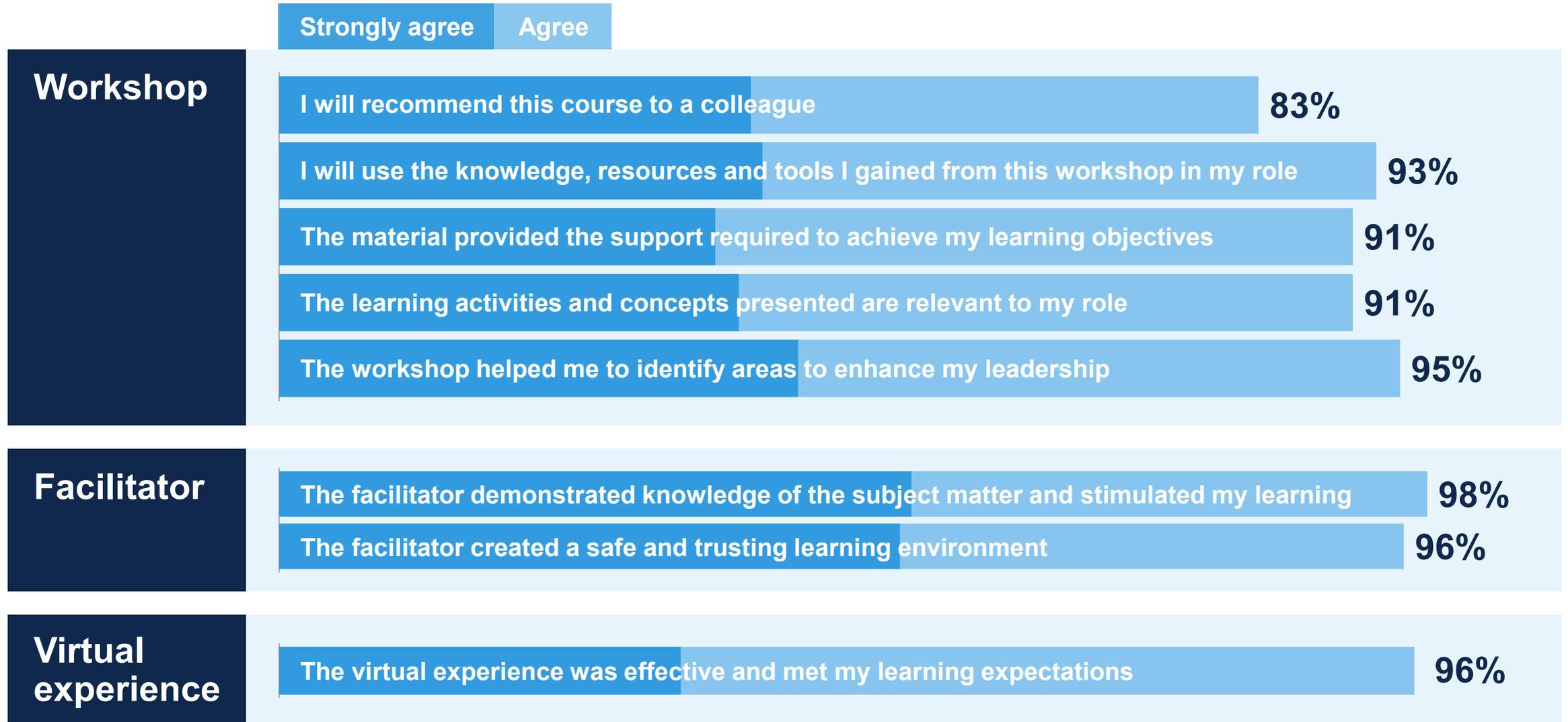


~15% average productivity gain

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.

# 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.”



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**Communicate. Impact. Succeed.**