



Intelligent Influence programs to help technology leaders act faster, lead smarter and make breakthrough decisions for richer financial results

Influence and Persuasion Techniques for Presenters and Speakers Excelerator® Program Details

You Will Learn How To:

- Enhance your presentation and influence skills when you want an audience to take a course of action, change a behavior or attitude, or make a decision.
- Balance the rational, logical elements with the emotional ones in your presentations.
- Apply the basics of PowerPoint and information design to create presentations that convert or convince audiences (it's not about your PowerPoint slides).
- Understand what motivates audiences to listen, engage, participate, and respond to the content in your presentation.
- Apply the craft of storytelling with purpose and intent to make the emotional connection with audiences (do NOT discount as an effective persuasion tool because people remember stories over facts).
- Connect stories, examples, and content in a structured way that leads audiences to your "call to action" (what action you want them to take).
- Assess first what your audience wants or needs to hear, with an emphasis on messages that you need to communicate.
- Properly structure the different sections of a presentation so the audience is engaged to the end (never put your Q&A at the end of your presentation).
- Apply body language, physical movement, and gestures as visual punctuation to have audiences see, hear, and feel the content of your message in both virtual and in-person environments.
- Use different tools of persuasion and influence to build audience approval and enhance your status as an influential presenter.