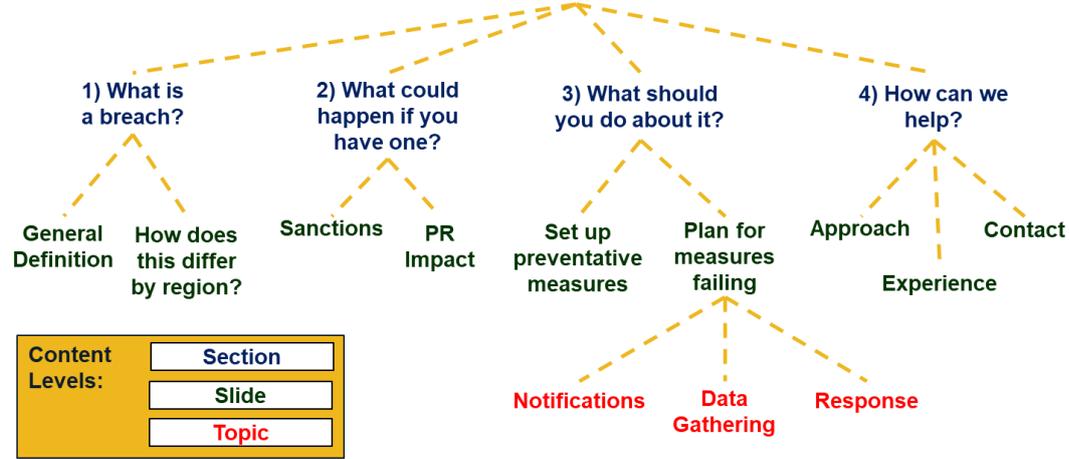


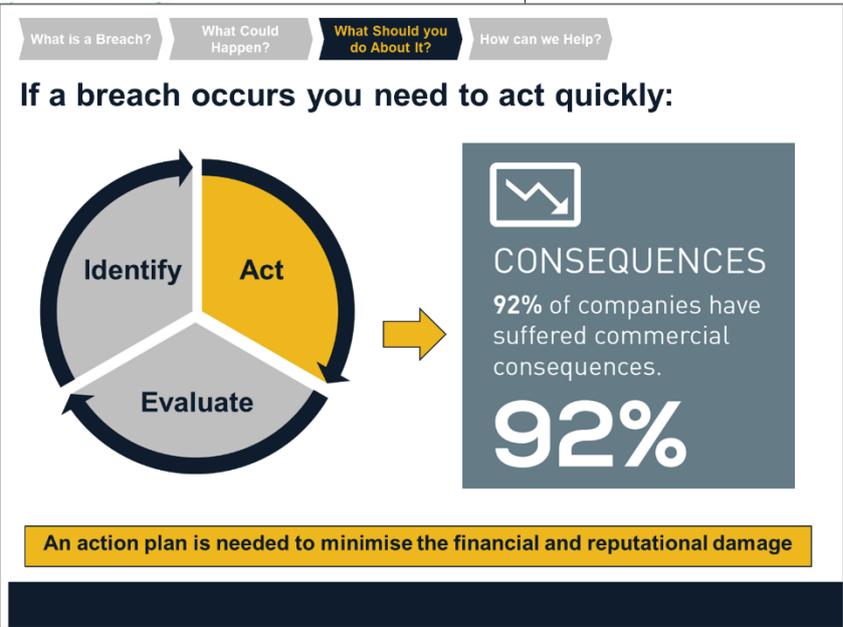
### Business Skills Training Workshops

<b>Workshop Title</b>	<b>Writing a Presentation That Will Make People Take Action</b>
<b>Why invest in this workshop?</b>	Because potential customers will not buy from you and stakeholders will not take the action you need unless they are engaged in the story you are telling them
<b>Who is it for?</b>	Anyone with responsibility for writing presentations
<b>What output(s) will attendees learn to produce</b>	Attendees will produce a structure and flow for a presentation using logical modelling and storyboarding  <p style="text-align: center;"><b>OBJECTIVE:</b> Clients to seek legal council to address the risk of security breaches</p> 
<b>How will they produce it?</b>	<p><b>MODULE 1: Defining the structure of your presentation</b></p> <p>1a (30 mins): Define an overall objective/scope that fits with the audience            1b (30 mins): Use logical modelling to break the objective into content sections            1c (1 HR): Apply the 'Rule of 3' to break content down further into sub-topics</p> <p><b>MODULE 2: Creating a logical flow and content outline</b></p> <p>2a (1 HR): Use the storyboard technique to establish a clear presentation flow            2b (1 HR): Draft well-structured slides with different content options            2c (30 mins): 'Top and Tail' the presentation with an introduction and summary</p>
<b>Format</b>	Delivered in a workshop format with attendees working individually or in groups to draft a storyboard for a company presentation using brown paper/post-it notes
<b>Duration</b>	1 Day (for full course) or can be broken down into modules/sub-modules as above
<b>How Success Measured</b>	Option to have feedback collected from presentation audiences or managers before and 6/12 months following the course to assess if skills have improved



<b>Workshop Title</b>	<b>Developing a Presentation Style That Draws People In</b>		
<b>Why invest in this workshop?</b>	Because it's not only what you say but how you say it that determines whether people will listen and respond to a presentation		
<b>Who is it for?</b>	Anyone with responsibility for delivering presentations		
<b>What output(s) will attendees learn to produce?</b>	Attendees will produce a checklist of good/bad presentation practices for the topics below. They will then apply the good practices by delivering part of a presentation.		
	<b>1: Your Preparation</b> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Dress</li> <li><input type="checkbox"/> Room Layout</li> <li><input checked="" type="checkbox"/> Learn the Topic</li> <li><input checked="" type="checkbox"/> Come up with examples/stories/themes</li> <li><input type="checkbox"/> Practice</li> <li><input checked="" type="checkbox"/> Produce Supporting Materials</li> <li><input type="checkbox"/> Develop a Plan B</li> </ul>	<b>2: Your Delivery</b> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Posture &amp; Expression</li> <li><input checked="" type="checkbox"/> Voice tone, volume, pace, pauses &amp; articulation</li> <li><input type="checkbox"/> Flexibility/Time Management</li> <li><input type="checkbox"/> Confidence &amp; Humour</li> <li><input type="checkbox"/> Distracting Habits</li> <li><input checked="" type="checkbox"/> Energy &amp; Enthusiasm</li> <li><input type="checkbox"/> Gestures &amp; Movement</li> <li><input checked="" type="checkbox"/> Positive &amp; Appropriate Language</li> </ul>	<b>3: Audience Participation</b> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Posing Questions</li> <li><input checked="" type="checkbox"/> Exercises / Ice Breakers</li> <li><input type="checkbox"/> Eye Contact</li> <li><input checked="" type="checkbox"/> Bringing individuals in (based on comments/roles)</li> <li><input type="checkbox"/> Other media – Posters, Flip Charts, Wall Maps</li> <li><input type="checkbox"/> Maintaining Focus on You and Not Your Slides</li> </ul>
<b>How will they produce it?</b> <i>*trainer to prompt where considerations/practices may have been missed</i>	<b>MODULE 1: Identifying what to consider</b> <b>1a (1 HR): Identify in groups what should be considered under the headings above</b> <b>1b (1 HR): List good and bad practices for each</b> <b>1c (30 mins): Feedback to the wider group using examples/demonstrations*</b>  <b>MODULE 2: PRACTICE</b> <b>2a (45 mins): Prepare a presentation considering the good/bad practices discussed</b> <b>2b (2 HRs): Present and receive feedback from the group (10 mins each)</b>		
<b>Format</b>	Checklist items will be revealed on A0 posters as the groups identify them. Presentations can be completed in groups or individually. They can be filmed and played back to help attendees see good/bad aspects of their delivery.		
<b>Duration</b>	1 Day (for full course) or can be broken down into modules/sub-modules as above		
<b>How Success Measured</b>	Option to have feedback collected from presentation audiences or managers before and 6/12 months following the course to assess if skills have improved		



<b>Workshop Title</b>	<b>Produce Engaging PowerPoint Presentations More Quickly</b>
<b>Why invest in this workshop?</b>	Because clients/stakeholders will remember only 20% when they hear something but 50% when it is presented in a visual and engaging way
<b>Who is it for?</b>	Anyone with responsibility for producing presentations in PowerPoint
<b>What output(s) will attendees learn to produce</b>	<p>Attendees will rework a presentation, converting content that is 'text heavy' into a variety of different formats that are attractive and engaging</p> <div data-bbox="375 593 1433 1444" style="border: 1px solid black; padding: 10px;"> <h3 style="text-align: center;">Key things to do in case of a breach</h3> <ul style="list-style-type: none"> <li>• Involve your in-house and/or external counsel to benefit from privilege</li> <li>• Think about your possible contractual obligations (e.g. providers, PCI)</li> <li>• Anticipate the following questions: <ul style="list-style-type: none"> <li>• Root cause of breach (e.g. criminal conduct, documents lost?)</li> <li>• What information was accessed?</li> <li>• Type of access (e.g. internal or external)</li> <li>• Affected individuals <ul style="list-style-type: none"> <li>• Number of individuals affected</li> <li>• Internal or external</li> <li>• Potential for reputational damage</li> </ul> </li> </ul> </li> <li>• Roll-out your remediation plan</li> <li>• Stay discrete</li> </ul> <div style="text-align: center; margin-top: 20px;"> <p><b>If a breach occurs you need to act quickly:</b></p>  </div> </div>
<b>How will they produce it?</b>	<p><b>MODULE 1: Using images/tables</b></p> <p>1a (30 mins): Insert and crop images/screenshots and import media  1b (1HR): Add &amp; format tables (margins, columns/rows, bullets/numbering)  1c (30 mins): Convert tables into plans (merge/split cells, alter borders/colours)</p> <p><b>MODULE 2: Using shapes to create diagrams</b></p> <p>2a (1 HR) Create a visual timeline with supporting text and connectors  2b (1 HR): Create and alter smart art (adding shapes, changing layouts and styles)  2c (30 mins): Create an information flow diagram</p> <p><b>MODULE 3: Short-cuts to working in PowerPoint</b></p> <p>3a (1 HR): Format, align, group and layer shapes  3b (30 mins): Use short-cut keys to perform functions quickly</p>



<b>Format</b>	Each attendee will convert an existing company presentation (or one of their own) to one that is visual and engaging on laptops in PowerPoint
<b>Duration</b>	1 Day (for full course) or can be broken down into modules/sub-modules as above
<b>How Success Measured</b>	Option to have feedback collected from presentation audiences or managers before and 6/12 months following the course to assess if skills have improved

