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# **Presentations: Coaching for Executives**

## *Curriculum*

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### **ANALYZING AUDIENCES**

- o Analyzing the needs, biases, and motivations of audiences
- o Understanding your operating style and how you lead and persuade others
- o Assessing how adults listen and process information
- o Building credibility with various behavioral styles
- o Understanding how persuasion and credibility are perceived by the listener

### **COMMUNICATING STRATEGICALLY**

- o Pinpointing an objective
- o Developing a strategy for communicating key messages
- o Controlling listener expectations
- o Building an effective argument
- o Keeping listeners on track

### **ORGANIZING EFFECTIVE/PERSUASIVE PRESENTATIONS**

- o Understanding how audiences think
- o Using your best, most credible presentation style
- o Developing a “problem-solution presentation” based on a current difficult issue
- o Mastering the “hot seat”
- o Assessing your own level of credibility as a presenter
- o Overcoming objections

### **ENHANCING LEADERS’ PERSUASIVENESS AND CREDIBILITY**

- o Knowing what critical factors affect executive credibility
- o Crafting a message: presentation organization and strategy
- o Striking the right tone: assessing verbal, vocal, and non-verbal delivery

### **ADDRESSING HOSTILE AUDIENCES: HOW TO WIN THEM OVER**

- o Managing challenging question-and-answer sessions
- o Handling hostile and difficult audiences
- o Inviting and facilitating interaction in groups

### ***MINI-MODULES INCLUDE***

- o Analyzing persuasive opportunities
- o Communicating tough messages
- o Daring to ask for what you want
- o Designing personal improvement goals

Curriculum Subject to Change