



**dynargie**

human side of business

# Persuasive Presentations

Get the Power to Influence Any Audience



Communicating effectively to audiences both large and small is a vital skill in the corporate world. Dynargie can help build a speaker's confidence and effectiveness, by training them how to read their audience and adjust their presentation approach to maximise their influence.

## GOALS

Public speaking causes anxiety in many people and their presentations can suffer. Dynargie's programme makes the most of each individual's personality profile to boost their confidence and help them transform information into a sharing experience that both engages and influences the listener. Taking into consideration the target audience, different presentation methods are explored, challenging participants to combine traditional, authoritative methods (where clarity prevails) with a participative approach (where audience involvement encourages higher commitment).

## OUTCOMES

- Heightened awareness of personal communication styles and preferences
- Improved ability to read an audience profile and adjust the presentation approach
- Increased capacity to influence and manage debates and presentations
- Higher comfort and confidence levels when communicating in public

## METHODOLOGY

**BEFORE THE TRAINING:** We help participants prepare a presentation in line with the needs identified and within the parameters agreed upon, such as subject, duration and context.

**DURING THE TRAINING:** We work with each participant on their presentation and provide feedback, reinforcing the skillset delivered during the practical training.

**AFTER THE TRAINING:** We follow-up with individual coaching sessions to reinforce each participant's understanding of their uniqueness and particular needs.

PARTICIPANTS WILL BE ABLE TO:



## PROCESS

Persuasive Presentations is a 2-day programme that can be conducted by one or two consultants, depending on your specific needs.

### Module 1 & Module 2

Structuring & Preparing  
a Presentation

### Module 3

Developing  
Presentation Objectives

### Module 4

Delivering a Presentation

### Module 5

Understanding  
Audience Expectations

## PROGRAMME CONTENTS

- How to keep an audience's attention
- How to maximise the verbal and non-verbal aspects of a presentation
- How to deal with interruptions
- How to identify the different participant profiles
- How to manage the different motivations of interlocutors
- How to overcome adversities using the "Acknowledge Receipt" technique
- How to deal with an audience when under pressure
- How to manage and influence a final discussion

## WHY CHOOSE DYNARGIE

- ✓ **Quality:** Our workshops are consistently ranked 3 out of 4 or higher
- ✓ **Experience:** Our certified consultants have at least 5 years of prior professional experience
- ✓ **Longevity:** 75% of our consultants stay with us for 5 years or longer
- ✓ **International Approach:** Dynargie has been shaped by 4 continents, 14 time zones and 11 languages

## ABOUT

Dynargie is a dynamic management consulting and training company dedicated to influencing and managing positive change in both people and organizations. Founded in Switzerland in 1982, we operate in diverse cultures spread over 10 countries and 11 languages. Through our unique training and consulting methods delivered by our multidisciplinary consulting team, we help transform difference into agreement, and make individuals and organizations more productive.

[www.dynargie.com](http://www.dynargie.com)