

# How Good Presenters Become GREAT

## Presentation skills group training and one-on-one coaching so business and technical professionals can:

- Advance from being good presenters to great presenters
- Increase the productivity of company meetings
- Learn to better educate, persuade, and motivate any business audience
- Positively change the direction of a department or division
- Improve teamwork and group results
- Bolster their own presentation confidence, energy, enthusiasm and impact
- Increase their motivation to tackle greater work responsibilities
- Earn company recognition and job promotions
- Become recognized thought leaders in their field

*“The one course taken with you last year has benefited me professionally more than anything else I’ve done in years.”*

– Diane Eder, Vice President, ING, Minneapolis, MN

*“Kathy is an excellent motivator with practical ideas that would benefit just about any industry. Attending Kathy’s seminars will result in profound changes in how your key staff looks at inspiring others.”*

– Charles W. Sellers, Royal Neighbors of America, Austin, TX

**MOTIVATED PRESENTER**   
TM



*“Kathy has created a format that delivers exceptionally relevant information to not only improve your presentation skills but also improve your performance in your daily responsibilities.”*

– Michael Cass  
Business Operations Team Leader,  
LEGO Systems, Inc., Enfield, CT

*“The results you delivered for me and my team with your presentation program were absolutely fantastic. In fact, your coaching exceeded my expectations and positively influenced my own position in the company.”*

– Joe Vasile, Vice President of Sales –USA  
Alstom Power, Inc., Windsor, CT



## Shed bad habits— Strengthen good ones

Challenge the status quo. Distinguish yourself with creative communication. Deliver presentations that break through business barriers and get results.

Business professionals use the progressive learning series, The Motivated Presenter™ to:

- Achieve beyond their comfort zones
- Create dynamic group presentations that educate, convince, motivate and persuade
- Gain release from dependency on technical crutches like PowerPoint™
- Become high impact presenters with more effective public speaking skills

## Real world application, not theory

The Motivated Presenter™ courses emphasize hands-on learning, open and honest discussion, and immediate application of the techniques and ideas taught. You'll get real work done during the workshops by applying proven techniques to one of your upcoming presentations. You'll prepare and practice a 3-5 minute version of that presentation in class and receive immediate expert feedback. Videotaping deepens the learning. The company's return on investment (ROI) is immediate and high.

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## Trainers who motivate

Seasoned professional trainers teach and lead The Motivated Presenter™ courses. Each trainer has a strong background in professional speaking, group facilitation, business leadership and executive coaching. Personally trained by Kathy McAfee, America's Marketing Motivator, our motivating and inspiring workshop trainers are skilled at and committed to bringing out the very best in you.

Are you ready to dramatically improve your presentation skills? Kathy McAfee's ready to make it happen.

Contact Kathy (860) 408-0033 or  
[Kathy@AmericasMarketingMotivator.com](mailto:Kathy@AmericasMarketingMotivator.com)

### How Great Presenters Become Thought Leaders

#### Our Clients Include

Alstom Power, Inc.  
Bayer HealthCare  
LEGO Systems, Inc.  
Royal Neighbors of America  
Sikorsky Aircraft Corporation  
United Way of Central and  
Northeastern Connecticut



- National speaker-America's Marketing Motivator
- Author and blogger- *Networking Ahead for Business*
- Executive presentation coach
- Certified master practitioner in Neuro Linguistic Programming (NLP)
- Certified Blind Spots executive coach
- Presentation skills trainer of 1,000+ professionals and entrepreneurs across 30 organizations
- 22 years of corporate marketing experience
- 9 years as a successful solo-preneur

## How Great Presenters Become **THOUGHT LEADERS**

### *One-on-One Executive Presentation Coaching*

To reach their maximum presentation skill level, executives often require one-on-one coaching sessions. It's the strategy to use when you want to:

- Better market your own ideas
- Establish yourself as a respected authority on a key subject in your industry
- Reach a new, higher level of presentation success
- Maximize your time by avoiding a group training setting
- Prepare an upcoming presentation to a higher level audience
- Prepare for a keynote address
- Chair a critical meeting
- Build your personal leadership brand

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More resources at [AmericasMarketingMotivator.com](http://AmericasMarketingMotivator.com)

	Level 1	Level 2	Technical Professionals	One-on-One Coaching
<b>Workshop Title</b>	<i>Essential Fundamentals of High Engagement Presentations</i>	<i>Advanced Delivery Techniques of High Engagement Presenters</i>	<i>Effective Presentation Skills for Technical Professionals</i>	<i>One-on-One Executive Presentation Coaching</i>
<b>Focus</b>	The presentation content	The presenter's delivery	Communicating effectively with non-technical audiences	Presentation delivery
<b>Core Curriculum</b>	<ul style="list-style-type: none"> <li>• Playing to your strengths</li> <li>• Avoiding presentation pitfalls</li> <li>• Planning with Clean Sheet Thinking™</li> <li>• Key message development</li> <li>• Content organizational basics</li> <li>• Best practices for opening and closing</li> <li>• Best practices for PowerPoint® slides and handouts</li> <li>• Experimenting with props</li> <li>• Techniques for overcoming anxiety</li> <li>• Body language basics including posture and eye contact</li> <li>• The art of vocal variation</li> <li>• Practice and feedback</li> <li>• Becoming a student of presentations</li> </ul>	<ul style="list-style-type: none"> <li>• Raising the bar of performance</li> <li>• Best in class presentations</li> <li>• Preparing for impromptu speaking</li> <li>• Key message refinement</li> <li>• Structuring flow of content for impact</li> <li>• Storytelling, metaphors and similes. Working with flipcharts/other visuals</li> <li>• Re-channeling nervous energy to achieve a powerful state of mind and body at the start of your presentation</li> <li>• Leveraging your vocal power</li> <li>• Connecting with audience linguistically with use of power phrases and NLP</li> <li>• Managing audience and facilitating Q&amp;A</li> <li>• Positioning yourself for success with a speaker introduction</li> </ul>	<ul style="list-style-type: none"> <li>• Best in class technical presentations</li> <li>• Avoid common presentation pitfalls</li> <li>• Presentation requirements for different types of technical presentations</li> <li>• Time saving planning and preparation</li> <li>• Distilling complex information into compelling, actionable key messages</li> <li>• Organizing your content for the audience's benefit</li> <li>• Experimenting with openings/closings</li> <li>• Best practices for PowerPoint® slides and handouts</li> <li>• Making your point with storytelling and use of props</li> <li>• Techniques for overcoming anxiety</li> <li>• Body language basics including posture and eye contact</li> <li>• The art of vocal variation</li> <li>• Giving/receiving constructive feedback</li> <li>• Seeking out ongoing coaching and training opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• Customized to executive's needs</li> </ul>

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<b>Number of days</b>	2 full days	2 full days	2 full days	2 hours or half-day
<b>Class size</b>	up to 12	up to 8	up to 10	1
<b>Length of practice</b>	3 minutes	3-5 minutes	3-5 minutes	Varies by need
<b>Videotape</b>	NO	YES	OPTIONAL	YES
<b>Critique and feedback</b>	Feedback from coach	Feedback from coach and peers and video playback	Feedback from coach and peers	Instant and continual
<b>Practice</b>	2-4 presentations per student	6-8 presentations per student	2-4 presentations per students	Up to 9 practice presentations
<b>Pre-work</b>	60 minutes	90 minutes	60 minutes	None
<b>Homework on Day #1</b>	1 hour	1-2 hours	1-2 hours	Optional
<b>Resource materials provided</b>	<ol style="list-style-type: none"> <li>1. Custom workbook</li> <li>2. <i>Stand and Deliver</i> audio training program (digital download)</li> <li>3. <i>Presentation Zen</i> by Garr Reynolds (or equivalent)</li> </ol>	<ol style="list-style-type: none"> <li>1. Custom workbook</li> <li>2. <i>The Voice Book</i> Kate DeVore and Starr Cookman (or equivalent)</li> <li>3. Customized DVD with videotaped practice presentations and feedback</li> </ol>	<ol style="list-style-type: none"> <li>1. Custom workbook</li> <li>2. <i>Stand and Deliver</i> audio training program (digital download)</li> <li>3. <i>Presentation Zen</i> by Garr Reynolds (or equivalent)</li> <li>4. Customized DVD with videotaped practice presentations and feedback</li> </ol>	Customized to executive's needs and learning style

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