

programmes

**Business
presentation
skills** training
and coaching

We take people further!

secondnature^{int.}
the business presentation skills experts



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Call 0330 113 6222 **E-mail** info@secondnatureuk.co.uk **Web** secondnatureuk.co.uk



Present Inspire!

secondnature's signature programme

"This is the best presentation skills course I have ever attended. It was positive, challenging and very informative with excellent tools to take away."
COCA-COLA



Ideal for managers, of all levels, who need to pitch to prospective clients, launch new products, present to boards and leadership teams or sell ideas and recommendations to internal and external stakeholders. Intensely practical, it will transform the way you plan presentations and give you skills to deliver a memorable message and create a positive impression. Learn techniques to become a confident and inspiring presenter so you engage audiences and influence and motivate others. The combination of multiple practice using your own real business presentations, detailed personal feedback and individual coaching transforms the performance of even experienced presenters. Similar to Present to Persuade and Influence but for people who are required to inspire more than persuade. 2-day for up to 5 people.

Key components

- How to use secondnature's Presentation Mapper™ - four steps which guarantee compelling presentations every time
- Secrets to making a positive first impression in less than 90 seconds
- Techniques for maintaining audience engagement and thinking on one's feet
- Harnessing voice, pausing, body language, eye contact, gestures and movement
- Embracing one's personality to power one's impact and ability to influence others
- Seven best-practice principles to ensure effective PowerPoint®/Keynote® slides
- Proven strategies for conquering nerves, before and during a presentation
- How to close a presentation effectively to achieve the outcomes wanted/needed

Your results

- Compelling, inspiring presentations which sell the presenter as well as their message
- Transformed ability to influence others and sell ideas and recommendations: increasing sales and contribution to business success
- A range of techniques to involve and maintain the attention of listeners
- Presentations delivered with absolute confidence and credibility
- A presenting style that reflects your natural personality and which will enhance your personal brand
- Engaging, memorable presentations designed to deliver tangible business results

Talk to us about how we tailor and personalise this programme to fit your organisation and people.
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Present Inspire!

1-to-1 signature coaching programme

"I found the coaching sessions invaluable! They helped me to tell the story succinctly and with a clear destination in mind, be myself and to appear confident. Filled me with the belief that I could do it. 10/10." **BBC WORLDWIDE**

Whether you're a Board Director needing to add inspiration or influence to your presentations, or a manager needing more structure, clarity or confidence, our 1-to-1 coaching offers the solution. In two, occasionally three, 3-hour sessions, we will transform your presenting impact and success. We won't swamp you with unnecessary theory. Our approach is intensely practical and absolutely personalised to your individual needs - it will transform the way you plan and deliver all future presentations. You'll receive step-by-step advice, guidance and feedback on your presentation structure, your delivery and your slides, plus 30-days' post-coaching support to guarantee you'll make a dramatic difference to your presenting confidence and effectiveness.

Key components

- How to use secondnature's Presentation Mapper™ - four steps which guarantee compelling presentations every time
- Secrets to making a positive first impression in less than 90 seconds
- Techniques for maintaining audience engagement and thinking on one's feet
- Harnessing voice, pausing, body language, eye contact, gestures and movement
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Present

to persuade and influence

secondnature's signature programme

"An excellent course and the best one I have attended in my working life." **AMP**



Ideal for anyone presenting recommendations, ideas, updates, information or reports to internal or external stakeholders, or selling to clients. It is the most comprehensive presentation skills course available today. Intensely practical, extremely professional. The combination of multiple practice sessions using your own real business presentations, detailed personal feedback and individual coaching transforms the performance of even experienced presenters. Similar to Present Inspire! but for people whose business role requires them to persuade more than inspire. 2-day programme for up to 5 participants.

Key components

- Developing structured, persuasive presentations using our Presentation Mapper™ framework.
- Focusing your content, making it memorable, and bringing your message to life.
- Understanding what your audience wants and how to involve and engage them.
- Strategies to overcome nerves, increase confidence and own the room.
- Answering questions, how to think on your feet and impromptu presentations.
- Harnessing skills for delivery success - voice, pausing, eye contact, expression, gestures, movement and body language.
- Designing clear, strong slides and visual support material.

Your results

- Gain inside knowledge into how to develop well-structured, easy to follow, professional presentations.
- Discover key delivery insights for more powerful, compelling, persuasive business presentations.
- Transformed ability to get your message across.
- Capacity to maintain the attention of your listeners.
- Develop a natural, confident presenting style that gels with your personality.
- Increased authenticity, personal presence, authority and credibility.
- Become more persuasive, influential and impressive personally and in your role.

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Present^{with} Confidence

2-day programme

"The best training course I have attended at the ASX and certainly better than other presentation skills I have done. I feel that I have learnt many things I will actually use." **ASX**

With twice the skills practice and individualised coaching guidance of the 1-day programme, plus further in-depth content, this highly immersive programme suits business people who need to lift their presenting confidence, professionalism and personal impact. It is ideal for those presenting externally to clients, business partners or suppliers and internally to management, peers or direct-reports. Our unique approach comprehensively builds skills in preparation, planning, structure and delivery; transforming their ability to present clear and compelling presentations with confidence. 2-day programme for up to 8 participants.

Key components

- How to use secondnature's Presentation Mapper™ - four steps which guarantee clear, impactful presentations every time
- Techniques to bring the content to life and to maintain audience engagement
- Creating a positive 1st impression, setting the scene, earning the right to be heard*
- How to effectively answer questions, even those we don't know the answer to*
- Proven techniques for delivery success - how to harness our voice, pausing, facial expressions, eye contact, gestures, movement and body language
- Seven visual principles for developing clear, effective PowerPoint® slides*
- Strategies for conquering nerves, before and during a presentation
- How to close a presentation to achieve the outcomes we want or need

Your results

- Compelling presentations which are clear, concise and easy to follow
- Transformed ability to get a message across and maintain the engagement of the audience
- Significantly reduced preparation time
- Dramatically increased presenter confidence and credibility
- Professional slides that add interest and impact to the presentation
- Practical techniques for managing questions and questioners effectively*
- Confidence to control an audience and maintain their respect*
- Presentations that will deliver real business results for the participant and for their organisation

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Present^{with} Confidence

1-day programme

"I was able to practically apply the skills I learned...definitely boosted my confidence in presenting." **AUSTRALIAN PRUDENTIAL REGULATION AUTHORITY**



Designed for people in business who are beginning to present more frequently in their career and are looking to take their presenting impact and confidence to the next level. From presentation planning to delivery, this hands-on, practical programme is ideal for those making external presentations to clients, business partners or suppliers and presenting internally to management, peers or direct reports. Participants will learn a comprehensive range of proven tools and techniques to prepare clear and compelling presentations and, ultimately, how to present with confidence and credibility. 1-day programme for up to 8 participants.

Key components

- How to use secondnature's Presentation Mapper™ - four steps which guarantee clear, impactful presentations every time
- Techniques to bring the content to life and to maintain audience engagement
- Seven secrets for delivery success - how to harness your voice, pausing, facial expressions, eye contact, gestures, movement and body language
- Five golden dos and five red-hot don'ts for writing effective PowerPoint® /Keynote® slides
- Proven strategies for conquering nerves, before and during a presentation
- How to close a presentation to achieve the outcomes wanted or needed

Your results

- Compelling presentations which are clear, concise and easy to follow
- Transformed ability to get a message across and maintain the engagement of the audience
- Significantly reduced presentation preparation time and consequently increased efficiency and productivity
- Dramatically increased presenter confidence and credibility
- Professional slides that add interest and impact to the presentation
- Presentations that deliver real business results for the participant and for their organisation

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Presenting Essentials

“One of the few professional development courses that makes such an impact; extremely useful and practical.” **RESERVE BANK OF AUSTRALIA**



This practical, hands-on programme helps people relatively new to the corporate world understand how to prepare professional and effective presentations and how to present clearly, concisely, confidently and with purpose. Relevant for both informal sit-down meetings as well as more formal stand-up presentation situations it is designed specifically for those who present updates, reports, recommendations and ideas at internal or external meetings, briefings and presentations. 2-day programme for 3-8 participants.

Key components

- Understanding communication styles (using the DISC Personal Profiling System®) and how to adapt to suit the needs of different audiences
- Getting focus and deciding the objective and outcomes required from the meeting or presentation
- How to use secondnature's Presentation Mapper™ - 4 steps that guarantee clear, concise, logical presentations every time
- Seven secrets for delivery success - learn what every great presenter knows
- Proven techniques for managing nerves and making a positive first impression, no matter who is in the audience
- Building rapport and answering questions with confidence and credibility
- Five golden dos and five red-hot do nots for writing effective PowerPoint® slides

Your results

- Well structured meetings and presentations that are logical, concise and easy to follow
- Flexible communication style tailored to suit different audiences' needs and expectations
- Presentations delivered with confidence, organisation and control
- Transformed ability to effectively manage questions and questioners
- Skills to write and deliver professional presentations which achieve positive results
- Increased credibility as a presenter and, therefore stronger internal and external business relationships



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Pitch**2**win

"In more than 20 years in business this was by far the most outstanding professional development course in which I have had the pleasure of participating." **CUSHMAN & WAKEFIELD/DTZ/UGL**

To grow your business, it's no longer good enough to have the most innovative products, the best range of services or the most competitive offering. You must be able to pitch your offering and 'win' against the competition. We'll advise you on how to differentiate your offering from that of your competitors, structure the most compelling pitch/tender presentation possible, transform the confidence and credibility of your pitch/tender presenter(s) and rehearse for reality. Our single aim - to set you up for success and to help you to pitch to win. Beginning-to-end consulting or stage-specific coaching. For individuals or teams.

Key components

- Analysing the audience and its selection criteria, plus advice on how to differentiate your solution positively vs the competition
- Using our Pitch2Win Mapper™ to structure the most compelling pitch/tender presentation possible
- Defining the critical selling messages which you want the audience to remember
- Seven principles for ensuring impactful PowerPoint®/Keynote® slides
- Building genuine rapport with the audience; techniques for ensuring buy-in; effectively managing questions
- Video-recorded rehearsals and individual coaching, to transform presenting confidence, impact and authority

Your results

- Proven approach for successfully distilling your offering into a clear, concise, compelling sales pitch
- Significantly improved confidence in your 'right to win' - driving team morale and motivation
- Visual aids which sell your message and your presenters (rather than swamping both and sending the audience to sleep!)
- Pitch/tender presenters who combine authority with approachability, presence with passion and conviction with absolute authenticity
- And - ultimately - more new business success

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Presenting skills Masterclass

"I cannot overstate the value; our team have overwhelmingly voted it the best course they have ever attended" **CORPORATE TRAVEL MANAGEMENT**



Why not make your next quarterly or annual conference one to really remember by offering your team our hands-on, high-octane, team-based presentation skills clinic. In just half a day your team will learn incredible presenting skills that will transform their ability to both develop AND deliver highly compelling and impactful presentations. This is not a lecture n' listen session! This is a roll-your-sleeves-up, have fun and learn experience. We'll use actual presentation scenarios from your business tailored to reflect the theme of your conference/ current business objectives. Everyone will have the opportunity to 'stand and deliver' and receive individualised feedback. Half-day, part-day or full-day programme for 10 - 50 people.

Key components

- Using our Presentation Mapper™ - 4 steps for clear, effective presentations
- Knowing how to grab the audience's attention from the very start
- How to deliver key messages to make your presentation memorable
- Harnessing movement, voice, body language, gestures, pausing and eye contact like a professional
- 7 visual principles to ensure effective PowerPoint®/Keynote® slides
- Proven strategies for conquering nerves before and during a presentation

Results for your team

- Transformed ability to develop compelling presentations that get their message across, and persuade and inspire listeners
- Proven strategies for maintaining the audience's engagement, no matter how technical/complex the content
- Increased ability to influence others and sell ideas and recommendations
- Significantly increased presenter confidence, credibility and authority
- Proven techniques that will make a real difference to each person's professional success

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Presenting for applause

"10/10. It was excellent. It helped me greatly." **CAMI Worldwide**

You have just finished speaking at an industry event or delivered a high-stake presentation. You say to yourself: "Thank goodness that's over – I did as well as I could." However, in today's competitive climate, 'good enough' probably won't win over your audience. So, when next time arrives, if you want to be the best you can be – talk to us. From planning the content, to practising the delivery and rehearsing for the final performance, we'll help you to make speeches which build your reputation, deliver presentations which inspire your audience and motivate listeners to get the results you need. Beginning-to-end consulting or stage-specific coaching. For individuals or teams.



Key components

- Using our Presentation Mapper™ to plan compelling, inspiring presentations
- Making a positive first impression in under 60 seconds
- Harnessing story-telling techniques, metaphors and rhetoric
- Conquering nerves, appearing confident and in control – owning the stage
- How to engage and involve the audience, build genuine rapport and answer questions, with confidence and credibility
- Seven principles for creating impactful PowerPoint®/Keynote® slides
- How to close a speech or presentation to get the results you want

Your results

- Highly professional, engaging and motivating presentations which sell the presenter/s and their message
- Memorable speeches which ignite and inspire listeners
- Impactful presentations which build relationships and influence audiences
- Seamless team presentations which are both professional and fun
- Dramatically increased presentation confidence, credibility and authority of both individuals and teams

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Presenting skills

for VERY VERY busy people

"The feedback has been really positive from all participants."

TOURISM AUSTRALIA

This is Australia's first high-impact and modular presentation skills coaching programme, developed specifically for senior leaders. Comprising six 90-minute one-to-one coaching sessions, this programme recognises the demands placed on today's senior executives and acknowledges that executives at this level are already seasoned and experienced presenters. It is designed for those leaders who want to perfect their presenting skills and refine their ability to inspire critical audiences, influence key stakeholders and deliver better results for themselves and their business. It can be conducted outside of normal office hours.

Key components

Six high-impact modules:

1. Four secrets to structuring a compelling presentation, no matter how technical/detailed the content
2. Proven techniques for bringing the message to life
3. Maximising personal impact part I
4. Maximising personal impact part II
5. The art of audience engagement
6. Harnessing our personality - becoming a powerful and authentic presenter

Executive results

- Transformed ability to develop and deliver impactful, persuasive presentations which will influence and inspire audiences
- Capacity to make data and technical information captivating
- Ability to use story-telling techniques to add interest and credibility
- Skills for engaging and building rapport, even with cynical/sceptical audiences
- Improved leadership presence, confidence and authority
- An enhanced presentation style which will leave a positive and lasting impression



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WRITING Presentation Essentials

"Most practical communications workshop I have attended."

STELLAR



Ideal for anyone responsible for writing presentations or proposals, this is designed to put an end to 'death by PowerPoint®', to tortuous data dumps, to slides crammed with content, to confusing logic and presentations without apparent purpose. Our presentation writing essentials programme will provide you with an immediately practical and highly flexible framework to develop all future business communications – which will be clear, compelling and engaging and which will increase the confidence and success of the presenter. 1-day programme for 3-16 participants.

Key components

- Understanding different audiences' expectations and how to tailor content to suit their needs
- How to use secondnature's Presentation Mapper™ to prepare presentations in minutes, not hours
- Seven essentials for effective and engaging PowerPoint®/Keynote® slides, plus designing effective graphs, tables and images
- How to incorporate different media, including hand-outs, flipcharts and whiteboards, to add interest and clarity
- Knowing when to use examples, case studies and analogies to amplify the message
- Using creativity to make the presentation memorable

Your results

- Clear, logical and compelling presentations
- Communications which get the message across and persuade and convince listeners
- Visual aids which engage, rather than distract or bore the audience
- Significantly reduced preparation time
- Presentations, proposals and speeches which add to the presenter's confidence and credibility
- Increase your personal contribution to the success of the presenter and your business



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360°

Presentation effectiveness audit



In business today, the presentation effectiveness of an organisation's leaders is crucial. Those who are clear, confident and inspiring are able to motivate employees and stakeholders to embrace a company's vision, drive employee engagement and maintain staff and market morale, when times get tough. However, it's rare for leaders to receive direct, objective feedback about their presentations' effectiveness. This audit is ideal for any organisation transitioning through change, for newly formed leadership teams and for executives who want to take their career to the next level. One-off benchmarking session or as part of an ongoing coaching strategy.

The process

- Up to 12 interviews with direct reports, managers and key external stakeholders
- Attendance and assessment of at least one presentation per participant
- Areas reviewed are tailored according to role, objectives and previous feedback, but, typically, we cover:
 - Message content: Are your leaders focused, clear, concise, compelling, persuasive, motivating and inspiring?
 - Message delivery: Are your leaders confident, in control, passionate, engaging, empathetic, flexible, approachable, involving and memorable?
 - Delivery style: Do your leaders have presence, authority, credibility, rapport and authenticity?

Your results

- A presentation effectiveness report, detailing an analysis and evaluation of each participant's communications/ presentation effectiveness
- The report also includes a recommended coaching programme to address agreed improvement areas
- The coaching programme is designed to maximise the individual's presentation and communications effectiveness and contribution to the success of the business
- The report is presented personally to each leader (and other stakeholders, if required)

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2-hour

Presentation effectiveness check-up



These check-ups use a structured 25-point feedback framework which evaluates each person's presentation clarity, credibility, confidence and impact. This helps us to diagnose each person's strengths and opportunities for improvement quickly, plus acts as an excellent development guide for the future. 1-to-1 or for groups of up to 6 participants.

The process

- Each participant completes a short presentation self-assessment questionnaire
- secondnature attends a presentation event at which those being assessed are presenting
- Each presenter is comprehensively evaluated, in terms of presentation structure, clarity and whether there is a logical flow to their ideas; impact, control and the ability to engage an audience; the quality and effectiveness of their visual aids

Your results

- The evaluation results are immediately fed back to management and/or HR/L&D
- During the feedback session, recommendations for further training will be made, if applicable
- Additional training can be incorporated into your existing talent development programme. Alternatively, we can tailor a training or one-to-one coaching programme to meet your specific needs and address the performance gaps identified during this check-up

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Our complimentary programme support turns amazing results into sustainable results

It's not just what we do during the workshop that ensures we deliver the outstanding results for which we're renowned. Our complimentary pre and post-programme support is also a crucial factor in driving long-term, sustainable outcomes for both our workshop participants and our clients.

Pre-workshop

PROGRAMME PROFILE

To ensure we optimise the time we spend with participants, three weeks before the workshop they receive a profile of the programme covering an introduction to us, the workshop and the facilitator. It also includes details of the pre-work required and a link to our online 'Self-Evaluation & Intention' questionnaire.

SELF-EVALUATION & INTENTION QUESTIONNAIRE

This online questionnaire asks participants, amongst other things, to describe the type of presentations they need to deliver now and in the future, plus detail their existing presenting strengths and what they would like to achieve from the workshop.

PRE-BRIEFING

We welcome, if appropriate and possible, a short pre-briefing by each person's manager and/or HR/L&D.

Post-workshop

COACHING SUPPORT

Each participant receives 90 days' email or phone coaching support.

PERFORMANCE SUPPORT CENTRE

Participants have lifetime access to a range of online performance support resources through our client login. These complement and reinforce the skills learnt and continue successful application in the workplace.

SKILLS EXTENSION EMAIL BULLETINS

Each participant receives a suite of three 'Remind+Refresh+Reinforce' skills extension emails, which cover a range of presentation tools and techniques. A final email is sent after 6 months to 'close-the-circle' (asking how participants are using and benefiting from their improved presentation skills).

MANAGEMENT DEBRIEF

We can provide a verbal debrief to the participants' managers to reinforce and help continue skills development.



At secondnature, sustainability is our training philosophy. It is central to everything we do. Our unrivalled pre and post-programme support is just one of the many benefits that sets us apart. We'd be delighted to share more with you. Just call, or drop us an email to the address below.

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secondnature^{intl.}
the business presentation skills experts



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