

The Art of Potent Presentations

What is it?

This course has been created and is delivered by senior finance professionals for finance people who are regularly faced with presenting material of a complex or technical nature to audiences who are often frankly disengaged. This course will show how magic can be woven into any presentation through the art of creating a clear and compelling story and understanding how to engage, specifically, a non-finance audience with finance information.

It takes place in a relaxed and inspiring learning environment where participants transform their routine presentations into compelling and engaging stories. Highly interactive, participants get plenty of opportunity to practice their new-found skills in a safe space.

Who is it for?

Finance people who have reached the point in their career where they would like to be more impactful and inspiring in delivering information to small or large groups.

Content covered

The small group size ensures a high level of participation and feedback:

- What is a potent presentation?
- Setting outcomes
- Creating a compelling story
- Tuning into a non-finance audience
- Creating material
- Delivering it with conscious use of language

Learning Outcomes

At the end of the session participants will:

- Understand why non-finance audiences are frequently disengaged
- Know how to engage any audience with any material

How it is delivered

With your organisation:

- One day course for up to 15 participants

With individuals:

- One day open courses available – check our website for dates and locations

Contact us

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