

# Presentation— —Advantage®

TOOLS FOR HIGHLY  
EFFECTIVE COMMUNICATION



TAKE YOUR COMMUNICATION SKILLS TO THE NEXT LEVEL

## Presentation Advantage®



“[The speaker’s]  
character is the  
most potent of  
all the means of  
persuasion.”

—Aristotle

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### FranklinCovey's *Presentation Advantage* Workshop

1. Individuals learn how to design presentations around essential objectives.
2. Individuals employ proven strategies for delivering powerful presentations.
3. Individuals understand how to design and deliver effective visuals.
4. Individuals learn techniques for polishing and mastering presentation delivery.

### Challenge:

Does your organization communicate with dynamic, engaging, and truly effective live presentations?

Even the most experienced professionals can lack good presentation skills. They fail to prepare, feel fearful in front of people, have poorly organized thoughts, and lack the confidence to persuade an inattentive audience. Imagine an organization where employees have gained strong, persuasive presentation skills that could elevate their credibility and your organization's success.

## Persuasive Presentations Affect Your Bottom Line

In the marketplace of ideas, you have to get to the point and get the point across. Empowering all team members, especially key employees, with strong presentation skills helps prevent communication breakdowns, disorganization, and lost revenue. Your organization could experience the positive business impact of presentations that are clear, convincing, and motivating.

### Solution:

#### The FranklinCovey *Presentation Advantage* Workshop

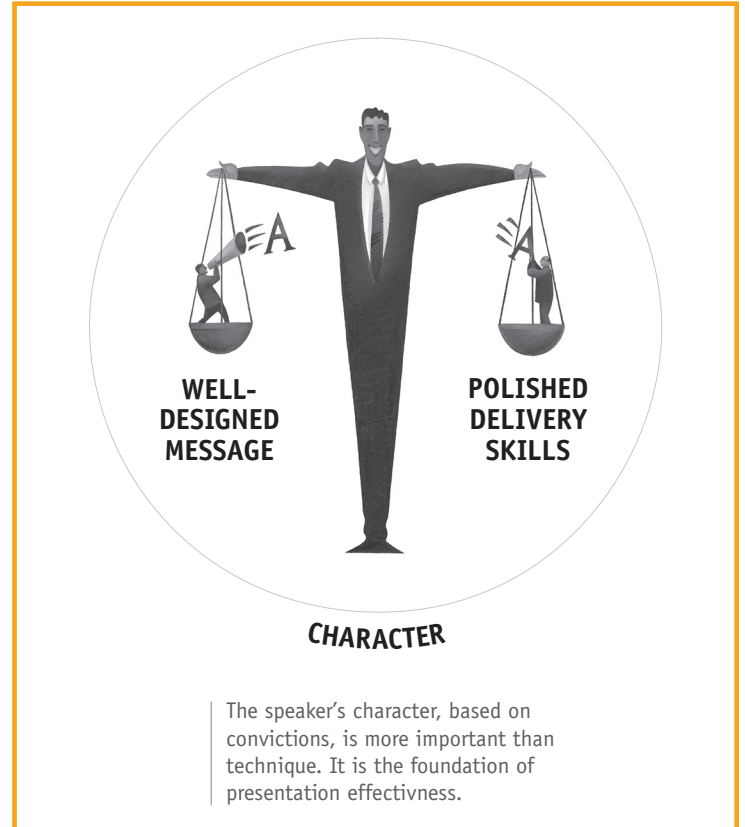
To stay ahead in business, you have to deliver key concepts and ideas with power and enthusiasm. Presentations must be designed with clarity and delivered with confidence. With FranklinCovey's *Presentation Advantage* workshop, you will close the presentation-competency gap across your organization. Executives, managers, and staff alike will strengthen presentation performance, empowering them to motivate teams, close deals, and improve results.

The FranklinCovey *Presentation Advantage* workshop is taught as a one- or two-day, facilitator-led program where participants will learn how to:

- Identify the presentation objectives, audience needs, and expectations.
- Use the Presentation Planner tool.
- Utilize powerful communication and persuasion strategies, even in the face of fear.
- Use the *Visual Advantage* guidebook, learning how to use visuals effectively.
- Participate in team presentations.
- Practice to perfection, prepare effective presentation notes, and handle questions.

This workshop also includes the following tools:

- A comprehensive guidebook
- An easy-to-use Presentation Planner
- Evaluation forms to measure presentation effectiveness



## Give your team members the knowledge and tools they need to take their communication skills to the next level.

For more information about FranklinCovey's *Presentation Advantage* workshop, contact your FranklinCovey client partner or call 1-888-705-1776 to be put in touch with someone in your local area who can answer any questions.



FranklinCovey

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To register, goto: <https://confluence.cornell.edu/display/fctrng/enrollment>