

Energize, Educate, and Entertain: How to Connect With Any Audience Every Time!

The majority of presenters' presentations are boring! It's a PowerPoint parade - a data dump of one slide after another that no one remembers. Research shows most people will retain less than 2-3% of your message after 48 hours. Most presenters justify their mind-numbing lectures by emphasizing the content. But if you put your audience to sleep and you don't connect with them, then content doesn't matter.

According to the leadership of Wal-Mart, Ford Motor Company, and Harley Davidson, among the top three skills of a leader is their ability to communicate effectively. You can be brilliant, but if you can't get your ideas across to others, brilliance doesn't matter.

So, if content and brilliance don't matter, what does matter? Connection. According to former New York Mayor Rudolph Giuliani, from his book, Leadership, "You must connect with audiences first."

Do you present the same way every time? Do your presentations lack creativity or originality? Are you stuck in a rut — or worse... a grave?

Do you want to be able to connect with audiences every time? Do you want to improve your confidence? Do you want to be memorable? How about remarkable? Author Seth Godin said it best in his book, Purple Cow, "You are either remarkable or invisible." Which are you when it comes to your presentations?

The solution: Energize, Educate, and Entertain: How to Connect With Any Audience Every Time!

What you will learn in this high-energy, information-packed, fun-filled program:

- * Learn the most important rule of presenting.
- * Discover 10 different ways to open and close any presentation.
- * Develop new material on the spot.
- * Practice the Four Elements of Effective Storytelling.
- * Create charisma.
- * Understand the five different ways that audience members listen and how to appeal to all 5 styles.
- * Learn the four most effective ways to reduce stress whenever you are asked to speak.
- * Practice, practice, practice these skills.
- * And much more...