

Stories The Client Cares About

About the Program

There is a tendency when presenting, to overwhelm the audience with too much information, much of which the audience doesn't care about. How do you determine what they do care about? What's the story your audience wants to hear? Ultimately, what do you want them to do because of your story? This course provides skills to determine real client interests and then focus communication on what the client cares about and the presenter's desired outcome.

Target Audience

Professionals who:

- Need to understand client needs
- Must present their ideas in a compelling manner
- Need to tailor a plethora of information targeted to client interests

This program will improve your ability to:

- ◆ Ask the right questions to learn key interests and perspectives of the client
- ◆ Write an effective proposal beyond objectives
- ◆ Develop a "grabber statement" to get audience attention
- ◆ Determine the framing and content of a compelling message
- ◆ Convey your message professionally and succinctly

Course Length

7-11 hours depending on practice options

Learning Approach

- ◆ Exercises to experience being on the client side
- ◆ Practice conversations
- ◆ Editing your own presentation for improvement
- ◆ Practicing your revised presentation in front of other participants

Content:

- ◆ Prework—determine a prior presentation/communication to practice in class. Answer questions about your audience
- ◆ Understand the situation—learn client larger goals and strategies and the their interest in your information. Don't assume
- ◆ Determine the most effective messaging
- ◆ Frame you message with a grabber statement and three key points
- ◆ Apply techniques to your real presentation
- ◆ Practice presenting your information with participants as your client(s)
- ◆ Observe other presentations to experience effective and ineffective techniques and understand the difference