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## Designing And Delivering Persuasive Presentations Course Outline

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### Course Overview

Very few individuals look forward to speaking in public. However, success in business and in your personal career often requires preparing and delivering presentations designed to inform and persuade audiences. This class provides participants with the skills and the confidence to identify the characteristics and needs to their audience, determine the appropriate message, prepare engaging support materials, and deliver the presentation to win over tough crowds. **The class is very hands on:** participants create and deliver numerous presentations. Accordingly, this class **should be limited to 10 participants**. Topics include:

- Identify audience characteristics
- Determine the appropriate message to inform and persuade
- Prepare engaging support materials
- Overcome public speaking anxiety
- Working with a difficult audience
- Honing public speaking skills

### Course Details

Class Duration	2 days (14 contact hours)
Course Materials Provided	Student manual and electronic files
Course Price	\$995 per participant. Special group pricing available.

### Prerequisites

There are no prerequisites for this course.

### Instructor and Courseware Designer

Brian Salk, PhD, PMP®, PMI-ACP®, has over 30 years of experience and over 40,000 hours of public speaking experience. He specializes in hands-on traditional and agile project management, leadership, training, and consulting. He manages a variety of consulting and training programs and projects for his organization and for a number of Fortune 500 customers. His global clientele includes organizations in North America, South America, Europe, and the Middle East. In addition to authoring hundreds of training courses, Dr. Brian frequently delivers leadership training, management training, project-management certification training (e.g., PMP®) project-management best practices training, and a wide variety of business skills training. He is a four-time winner of the prestigious Worldwide Excellence in Training award from a global training organization, recognizing the 25 highest-rated instructors from a network of over 2,400. Dr. Brian earned his PhD from Fielding Graduate University in the field of Human and Organizational Systems, with a focus on effective methodologies related to project management education, and his Masters of Arts (Education) from the University of Michigan.

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Pinnacle Professional Development, LLC

[www.pinnacleprodev.com](http://www.pinnacleprodev.com)

37510 Sienna Oaks Drive

New Baltimore, MI 48047

For sales information, contact Brian Salk, PhD 586-295-2519; [brian@pinnacleprodev.com](mailto:brian@pinnacleprodev.com)

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### Lesson 1: Know Your Audience

- Understand the Audience's Power
- Identify Subgroups and Their Power
- Presenting to Senior Management
- Define Your Strategy: Inform, Persuade, Obtain Buy-in, and Others
- Striving for Behavior Changes
- Common Ground and Empathy

### Lesson 2: Determine and Hone Your Content and Media

- Solidify Your Key Message
- Plan for Audience Engagement
  - Prior to Your Presentation
  - During Your Presentation
  - After Your Presentation: Follow Up Actions
- Anticipate Resistance
- Using Contrast to Amplify Your Content
- Designing a Call to Action
- Consider Options and Determine Specifics
- Organization
  - Preliminary Short Statements for Presentation Flow
  - Appropriate Slide Titles
  - The Power of Combining Logic and Emotion
- Avoiding Jargon

### Lesson 3: Storytelling

- The Power and Principles of Storytelling
- Storytelling Principles
- Crafting
  - Beginning
  - Middle
  - End
- Powerful Endings
- Analogies and Metaphors

### Lesson 4: Slide Presentations and Handouts: Content, Media

- Determine and Design Content and Media
  - Text/bullets
  - Compare/Contrast
  - Tables
  - Graphics: Flowcharts, Diagrams, Photos, Hand Drawing, Others
  - Sound Clips
  - Movies
  - Quotes
  - Animations
  - Slide Transitions: Use and Overuse
- One Idea Per Slide
- Visual Clichés
- Presentation Duration and Slide Count

### Lesson 5: Delivery

- Tell-Tell-Tell
- Desirable and Undesirable Techniques
- Rehearsal
- Venue Particulars
  - Seating
  - Lighting
  - Audiovisual Particulars
- Stage Fright
- Start Strong and Confident
- Pitch, Tone, Inflection
- Body Language
- Authenticity
- Building Trust
- Engagement And Virtual Presentations
- Q&A

### Lesson 6: Impact

- Measure Impact
- Social Media and Building Relationships
- Levels of Feedback
  - Smile Sheets
  - Testing
  - Organizational Adoption
  - Organizational Improvement
  - Societal Improvement

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