

# Creating Powerful Presentations™

*Virtual and in-person delivery available*

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## What outcomes can you expect?

This advanced workshop helps presenters plan, write, and design a powerful, persuasive message and materials to support stand-up or tabletop presentations. Learners practice our audience-centered writing process as they

- plan presentation strategy using the *Presentations Focus Sheet*™
- generate and assemble content efficiently before drafting
- create a team or solo presentation with a unified message and stand-alone handouts
- decide what information goes on slides or handouts
- use planning tools to delegate assignments and coach others effectively.

The workshop does not cover delivery skills, such as confidence or speaking techniques.

## The focus: creating memorable presentations that drive action

Learners use *The Five Steps to Writing Audience-Centered Presentations* to plan, draft, and edit an on-the-job presentation. After the program, learners will be able to

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| <b>write attention-getting PowerPoint® presentations</b> | <ul style="list-style-type: none"><li>• use storyboarding to plan a well-crafted presentation</li><li>• enhance visual design—use images and graphics in new ways for impact</li><li>• create effective handouts</li></ul>   |
| <b>influence your audience</b>                           | <ul style="list-style-type: none"><li>• analyze the audience to motivate and “sell” the key message using the <i>Focus Sheet</i></li><li>• structure arguments logically and persuasively using the <i>Presenter’s Map</i> tool</li></ul>  |
| <b>streamline your message</b>                           | <ul style="list-style-type: none"><li>• include only the content that the audience needs for decisions</li><li>• learn the 6x6 rule and other editing skills for slides</li><li>• eliminate jargon and wordiness</li><li>• improve parallelism and passive voice</li><li>• apply visibility/readability standards to slides and handouts</li></ul> |
| <b>write for results</b>                                 | <ul style="list-style-type: none"><li>• position the key message and persuaders strategically</li><li>• use the “you” attitude</li><li>• end with a call to action</li><li>• use a rating tool to evaluate the quality of their presentations.</li></ul>   |

## Who should attend?

Anyone who writes or creates presentations for internal or external audiences

## What books, materials, and job aids do you receive?

Our standard program includes

1. *Instant-Answer Guide to Business Writing* (iUniverse) by Deborah Dumaine, founder of Better Communications®
2. Better Communications’ *Creating Powerful Presentations* binder and handouts
3. *Presentations Focus Sheet*, *Presenter’s Map*, and storyboarding guidance
4. *SPARK (Strategic Presentations Analysis and Rating Key)*.

**NASBA Accredited: Earn CPE credits for this course.**

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