

Demystifying Executive Presentations

Course Description



Audience

Anyone with previous presentation experience who delivers presentations to executive audiences

Format

Virtual (Two 3-hour workshops)
Face to Face (1 or 1-1/2 days)

Participants

8 - 20

TOPPRA™ Framework



“Best course and instructor I’ve had in my career. The content was excellent, and the instructor was fantastic. Great story telling and really kept the class moving along and engaging.”

“I’m currently working on three executive level presentations. I am positive that the TOPPRA framework will have a significant impact. I thought I was pretty good at executive presentations, but the framework will make my presentations much more effective. It was like the bits and pieces I’ve put together over the years were laced together in a nice and concise package.”

“The TOPPRA framework is easy to use and very powerful! The additional tips to manage and deliver effective presentations are also extremely helpful..”

Executive presentations are a regular occurrence in business. Effectively delivering them with authenticity, clarity and credibility will inspire your audience to action. In this experiential workshop, you will gain a better understanding of executive audiences, explore executive presence techniques and practice an efficient executive summary framework that will help strengthen the content and delivery of your messages.

Why you need an executive summary framework

An executive summary acts as a blueprint to help strengthen the content and delivery of a message. It serves three purposes:

- First, it allows you to capture the attention of the executive in the first 60-90 seconds of your delivery.
- Second, it helps you prepare the body of the presentation in such a way as to address the needs of the executive.
- Third, it helps assure you cover all critical information your executive requires.

Have you ever been told you have 20 minutes for a presentation and when you arrive in the room or join the virtual meeting you find out 20 minutes has changed to 5 minutes?

Using the TOPPRA™ framework offers a way to help you stay focused and cover the most important items. Even if you feel a little frazzled by your time being cut short, you can still easily focus on the most important things to share. And, by quickly capturing the executive’s attention, you may earn a few more minutes!

Topic Areas

- Understanding Executive Audiences
- Crafting Executive Messages
- Exploring Executive Presence Techniques

Learning Objectives

- Identify the needs of executive audiences to assure your messages resonate
- Learn the TOPPRA™ framework that has been proven to help you design and present effectively at the executive level
- Practice delivering a message using the TOPPRA™ framework
- Increase executive presence skills in order to build credibility

For more information, contact

M & M Peak Consulting
+1 970-699-5108
mmpeakconsulting@gmail.com

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Outline



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- A. Opening
 - a. Introductions
 - b. Objectives
 - c. Roles
 - d. Agenda
- B. Executive Audience
 - a. Executive audience group activity
 - a. Debrief
 - b. Summary
 - b. Executive must haves
 - i. Discussion
 - ii. Summary
- C. Executive Messaging
 - a. Framework
 - b. Client specific examples
 - c. Individual activity
 - d. Small group practice
 - e. Large group practice
- D. Slide Design Elements
 - a. Before and after slides
 - b. Bringing your vision to life
- E. Executive Presence
 - A. Components
 - i. Gravitas
 - i. Mindset
 - ii. EQ
 - iii. Confidence
- F. Small group practice
- G. Executive Presence Continued
 - A. Components
 - i. Communication
 - i. Strategies
 - ii. Voice
 - iii. Body language
 - iv. Handling nerves
- H. Create Action Plan
- I. Wrap up

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