



Mastering Your Presentations

No-nonsense communication strategies for getting business done

This document describes Turpin's public offering of the Mastering Your Presentations workshop, which is presented in partnership with the Learning & Organization Development Department at Northwestern University.

Description and Baseline Learning Objectives:

This comprehensive workshop is interactive and realistic. It builds the skills business presenters need to more effectively communicate their message and move business forward. Throughout the class, you'll work on your own real-life presentations, or as we call them, Orderly Conversations. Taught by two instructors, this workshop uses video-recorded exercises and private instructor-led video review to help you identify and develop the skills you need to succeed. You will learn to:

- Frame your presentations so that they are listener-focused and persuasive
- Create effective visual aids to support key messages
- Manage nervousness and gain self-awareness
- Engage listeners in a comfortable, flexible conversation
- Be clear and concise
- Use visuals effectively whether seated or standing, projected, hand-held or hardcopy
- Think on your feet
- Facilitate fruitful interactions with listeners
- Get the business of the presentation done effectively and efficiently

Mastering Your Presentations includes pre-work and access to eCoach. You'll receive reusable job aids and reference materials to help you apply what you learn in class to the situations you face outside of it. You'll also receive a copy of *The Orderly Conversation: Business Presentations Redefined*.

Intended For:

You should have some business presentation and PowerPoint experience.

Logistics & Enrollment:

Length of class	2 days (9am – 4pm)
Maximum enrollment	8 participants
Location	Northwestern University

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Turpin's Methodology

As a training provider, Turpin's vision is very simple. We want to be recognized as the best in the industry. We do that by providing the most practical, personal, efficient, and long-lasting business presentation and facilitation training available. Our work requires a close partnership with our clients, a partnership built on mutual trust, frequent communication, and deep insight into client needs and goals.

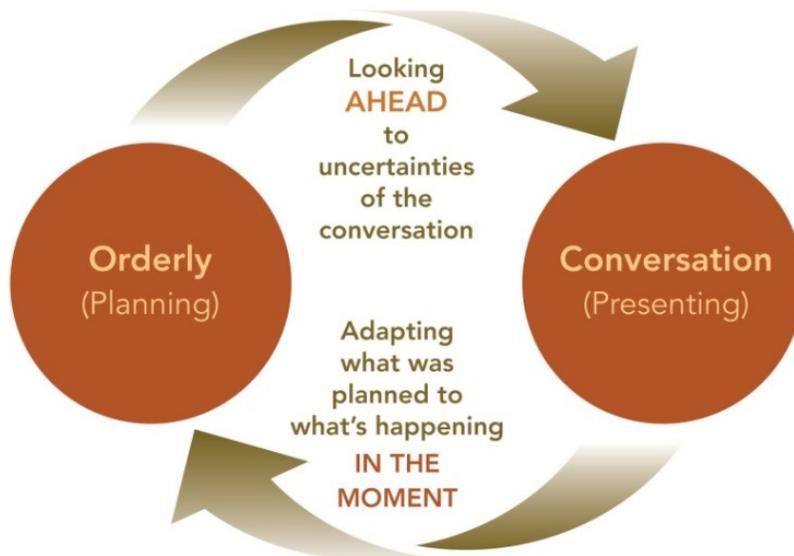
Getting Business Done & Growing Leadership Capability

Everything we do is designed to help people get business done and grow their capabilities. While a particular workshop may focus on a specific business goal—closing a deal, making a decision, learning something new, or gaining alignment—every workshop is designed to help the participants be more comfortable, effective, and confident communicators. When employees communicate more effectively, leadership capability increases, and careers advance. This brings positive results for your team and company.

We Are Guided by These Three Principles

1. The Orderly Conversation®

We have a fluid definition of what it means to present and facilitate. We understand that presentations are often very interactive and require the skills of a facilitator. We also know that group facilitators can only succeed when they are comfortable in the role of presenter and leader. At the heart of both processes is what we call The Orderly Conversation. By defining business presentations in this way, we're able to embrace the tension between what makes them orderly (clear goal and careful structure) and what makes them conversations (responsive and spontaneous).



2. Find your focus. Be yourself. Only better.

Our approach preserves every presenter's personality and natural communication style. We help people manage the pressures of presenting and facilitating by reinforcing their strengths and helping them overcome their weaknesses.

3. Business Presentations Succeed on Two Levels

The first level of success has to do with the goal of the presentation. Was the deal closed, did the team agree, are they aligned, or did they learn the new skill? The second level involves creating the conditions for a fruitful conversation. This requires earning trust, making the process easy for everyone, and managing the give and take of the conversation. Often the first level of success isn't achieved because of failure on the second. We help presenters succeed on both levels.

More about Turpin's Methodology

Real-life Communication Situations

We don't avoid the complexities of real-life content. During our workshops, participants practice an upcoming presentation, meeting, or training session. This gives them the best opportunity to assess their skills and receive practical feedback.

Blended Learning and Skill Reinforcement

We do more than provide learning events. Through eCoach, our online learners' portal, we provide (1) pre-work to make the live workshop more efficient and (2) skill reinforcement opportunities to help learners apply what they've learned to the situations they face outside of the classroom. Resources vary from workshop to workshop but may include pre-work, job aids, class recap letter, learner videos with coach's guides, blog articles, and more.



Engagement Skills

We don't just talk about engagement. We help presenters develop the skills to achieve it. When presenters are engaged, they are connected to their listeners, able to think on their feet, and feel comfortable with the presentation process.

Private Video Review and Coaching

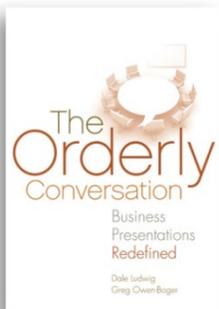
We believe in private video review. Participants in our workshops are recorded in front of their classmates, but their videos are not replayed for the group. Instead, after each person is recorded, he or she leaves the room and watches the video privately with the second instructor. We do this for a couple reasons. First, private video review prevents embarrassment—even the best presenters are often surprised by what they see. Second, video coaching provides a level of personal attention that's impossible to achieve in front of the group.

Class Size

We're strict about class size because our workshops are built on experiential learning, individual feedback, coaching, and role-playing. These processes take time. Enrolling too many people in a class reduces the amount of time individual participants receive and undermines the quality of the training. If adding additional people is an absolute must, additional fees apply.

Post-workshop Coaching

To help workshop participants succeed, especially when the stakes are high, consider adding optional post-workshop coaching for one or all of the workshop attendees. The one-hour virtual sessions may be conducted any time after the workshop. Learners always work with one of the instructors from their workshop. Additional fees apply.



Learn More

Website: www.turpincommunication.com

Blog: <http://www.turpincommunication.com/blog/>

Workshop Agenda

Here's a typical workshop agenda for *Mastering Your Presentations*. Although the basic steps involved usually don't change, the modules are adjusted to meet the specific learning objectives of the attending presenters. Each video-recorded exercise is followed by private coaching with the 2nd instructor.

Online Pre-work | **Preparing the Presentation**
Learners complete an online course designed to introduce them to the principles of effective organization and help them organize a draft of the presentation they will deliver in class. The pre-work takes between one and two hours to complete. At the end, participants upload their presentation to Turpin's secure server and instructors prepare feedback.

Day 1 | **Goal Setting – Discussion**
Participants identify and share their goals for the workshop. They also identify how they'd like to be perceived by their audience. Their responses provide valuable insight and structure for their private coaching sessions.

Engaging Listeners and Improving Delivery Skills – Discussion & Exercise (video recorded)
During this exercise, participants develop the skills they need to engage listeners in a comfortable conversation. Once they are engaged, self-awareness improves, they are able to manage nervous energy, and appear more confident. If necessary, other delivery distractions (fidgeting, speaking pace, volume, and so on) are addressed.

Streamlining Preparation – Discussion & Workshop
Each participant receives feedback on the presentation they created during pre-work. Discussion focuses on honing the message, adjusting to the needs of various listeners, fine tuning slides, and organizing information as persuasively as possible.

Framing the Conversation– Discussion & Exercise (video recorded)
Participants practice delivering their presentation's introduction. Work focuses on providing listeners a sense of direction, purpose, and a reason to participate.

Day 2 | **Delivering Presentations – Discussion & Exercise (video recorded)**
As they deliver their presentations, participants focus on being easy to follow, responsive to listeners' immediate needs, delivering key messages, and using visual aids (PowerPoint slides, handouts, and so on).

Managing Interactions – Discussion & Exercise (video recorded)
Work shifts to managing group interactions during presentations—Q&A sessions, interruptions, and difficult people and issues. Work focuses on helping presenters encourage participation while controlling the room and the message.

Follow-up and Skill Reinforcement | **eCoach License**
To encourage long-term learning and use of skills developed in the live course, learners have access to eCoach, our online learners' portal. eCoach includes access to in-class tools and takeaways, learner videos with coach's guides, and class recap letter with individualized recommendations.

Optional Post-workshop Coaching: One-hour virtual coaching sessions may be included with the workshop. Additional fees apply.

About Our Team

Turpin Communication's Founder, Dale Ludwig, and Vice President, Greg Owen-Boger, are the co-authors of *The Orderly Conversation: Business Presentations Redefined*, which challenges conventional thinking about what it means to present and facilitate in today's business environment and replaces it with something better. The book has been called "groundbreaking" and "eminently practical." Their second book, *Effective SMEs: A Trainer's Guide for Helping Subject Matter Experts Facilitate Learning* was published in 2017 by ATD Press. Both books are available at amazon.com.



Dale Ludwig is the Founder and President of Turpin. Over the past 26 years he and his partners have developed methodologies that challenge much of the conventional wisdom in the field. Working with presenters, facilitators and trainers, Turpin's work (1) focuses on The Orderly Conversation® that must take place, (2) acknowledges the Default Approach that every presenter and facilitator brings to that process, and (3) helps communicators develop the skills they need to engage listeners in a productive interaction. Dale has a PhD in Communication from the University of Illinois at Urbana-Champaign. He is a frequent blogger and is the author of the white paper "Getting Past 101" which can be downloaded at www.turpincommunication.com.



Greg Owen-Boger is the Vice President of Turpin. Schooled in management and the performing arts coupled with an entrepreneurial spirit, Greg brings a diverse set of skills and experiences to the organization. He joined Turpin in 1995 as a cameraman and quickly worked his way up. He now serves as a communication trainer and coach for Turpin's largest clients. He was the 2015 President of the Chicagoland Chapter of the Association for Talent Development. Like Dale, he is a frequent blogger and makes guest appearances at www.PresentationXpert.com. He is among many thought leaders who contributed to *Master Presenter: Lessons from the World's Top Experts on Becoming a More Influential Speaker*.

Turpin Communication instructors are dedicated to providing the best presentation and facilitation skills training available. As you can see in these short biographies of four other team members, our skills as instructors, coaches, and instructional designers are enriched by our diverse backgrounds.

Dana Peters (Director of Sales/Facilitator/Coach) has spent the past 20 years in leadership roles implementing strategic plans and leading solution-based sales, service, and business development initiatives. After participating in one of Turpin's public workshops, she became a huge fan. So much so, she decided to join the team. She serves on the board for the Southeastern Wisconsin Chapter of the Association for Talent Development. In her previous life, Dana spent 15 years in the credit union industry as the Executive Vice President of a mid-sized credit union in Milwaukee. She holds a BA in Psychology and Sociology from St. Ambrose University.



Susan Plank (Facilitator/Coach) spent 15 years in academia and corporate organizations developing and training people. Susan earned a Bachelors in Psychology from Truman State University and a Masters in Communication from Saint Louis University. Searching for a more effective way to offer presentation skills to her clients, Susan discovered *The Orderly Conversation* book and immediately reached out to the authors. As it turns out, flattery worked. She's now a trainer and coach for Turpin.



Sarah Stocker (Coach & Workshop Coordinator) graduated from Bowling Green State University with a Bachelor of Arts in Communication. She spent her first 5 years post-college focusing on the Arts part of her degree, working as a Stage Manager in the theatre world. Then she began slowly shifting to the Communication side of her degree. Naturally reserved, Sarah knows a thing or two about the anxiety that comes with speaking to groups. Having overcome her fear of being in the spotlight, she is uniquely positioned to help others through it as well.



Milena Palandech (Coach) started her career more than twenty years ago as an instructor/facilitator for a company that specialized in classroom-based communication skills training. When training started moving online, she went to work for one of the largest eLearning companies where she helped corporations develop online curriculums for their employees. Over the years she has held roles in training, sales, sales management, and operations.

