

## PRESENTING AS A LEADER™

**Too many presentations fail to inspire their audiences because they focus on information, not inspiration.**

Delivered in partnership with The Humphrey Group Inc., this powerful program explores a new communications approach: one that will enable you to present your ideas so that others are inspired to act upon them. You will learn how to deliver presentations with a clear message, persuasive structure and compelling language. You will learn to create visuals that present ideas, rather than information. And you'll build skills in projecting a confident yet natural presence in every interaction.

To ingrain your learning experience, the program includes hands-on presentation workshops in formal, informal and off-the-cuff situations.

### LEARNING OBJECTIVES

Presenting as a Leader™ will show you how to:

- View all presentations as leadership opportunities
- Move from an informational to an inspirational style
- Create a powerful message that reflects your leadership thinking
- Build a logical structure that is reinforced by strong horizontal logic in your slides
- Think visually to design slides that are clear, beautiful, and impactful
- Speak about rather than read your slides
- Use your body language, pace, eye contact, and expression to engage your audience
- Present material on-the-fly, even when you haven't prepared it yourself
- Answer questions concisely and confidently

### WHO WILL BENEFIT

Presenting as a Leader is for leaders at all levels who wish to develop their presentation skills.

### LEARNING EXPERIENCE

Presenting as a Leader™ combines practical, applied learning with extensive personal feedback. Participants will have the opportunity to work on scripts for an upcoming presentation or re-do an old presentation. They will receive extensive personal feedback on their speaking notes, their slides, and their delivery skills. This program includes videotaping and review of the footage in the program.

**Date:** October 2020

**Program Delivery:** Online

**Commitment:** 17.5 hours

**Investment:** \$1,985

This course will be led by experienced professional consultants from The Humphrey Group, Inc. Please visit the Humphrey Group's website for details: [thehumphreygroup.com](http://thehumphreygroup.com)

## COURSE CONTENT

### I. SELF-DIRECTED ONLINE MODULE 1

October 1 - 7, 2020

Build your knowledge around the concepts of presenting as a leader.

### II. LIVE SESSION 1: FINDING YOUR PURPOSE

October 8, 2020

Analyze the audience and choose an upcoming opportunity to present as a leader. Decide what kind of presentation to build.

### III. LIVE SESSION 2: STRUCTURE YOUR PRESENTATION

October 15, 2020

Use the Leader's Script to create your outline. What is the one thing you want your audience to take away? Determine the structure that will work best to prove the message.

### IV. LIVE SESSION 3: THINK VISUALLY

October 23, 2020

Think visually to create vertical logic; understand when to use text and when to use images to convey information.

### V. SELF-DIRECTED ONLINE MODULE 2: LEADERSHIP PRESENCE

October 23 - 25, 2020

Complete video and exercises introducing you to the fundamentals of a strong leadership presence.

### VI. 1:1 COACHING

October 26, 2020

During these 30 minute coaching sessions you will speak to a slide you have prepared and receive feedback on your message and presentation skills.

### VII. LIVE SESSION 4: MASTERING Q&A

October 29, 2020

Use the Leader's Script to structure concise responses in the moment.

### VIII. POST-PROGRAM

Continued access to online self-learning modules to apply learning to upcoming presentations.

## GRANT FUNDING

This program could be eligible for grant funding that can cover up to 2/3 of the program costs. An Executive Education team member can help you bundle courses to meet the minimum hours needed for eligibility.

For more information: [execed@haskayne.ucalgary.ca](mailto:execed@haskayne.ucalgary.ca)

Register online: [haskayneexeced.ca](https://haskayneexeced.ca)

## REGISTER NOW

**Haskayne Executive Education**

University of Calgary

Downtown Campus

6th Floor, 906 - 8th Avenue SW

Calgary, AB T2P 1H9

**403.220.6600**

**[haskayneexeced.ca](https://haskayneexeced.ca)**

**[execed@haskayne.ucalgary.ca](mailto:execed@haskayne.ucalgary.ca)**



**UNIVERSITY OF CALGARY**  
HASKAYNE SCHOOL OF BUSINESS

**THE HUMPHREY GROUP/**