Presenting as a Leader™

TOO MANY PRESENTATIONS FAIL TO INSPIRE THEIR AUDIENCES BECAUSE THEY FOCUS ON INFORMATION, NOT INSPIRATION.

Presenting as a Leader™ explores 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.

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 other are inspired to act upon them.

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

*Program schedule and content is subject to change. Please visit haskayneexeced.ca the most up-to-date program information.
Learning Objectives

Participants who attend this course will learn 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.

Dates: March 29 - April 19, 2022
Program Delivery: Online
Commitment: 14.5 hours
Investment: $1,750
Course Content

1. **March 29, 2022: Welcome and Program Introduction**
   Build your knowledge around the concepts of presenting as a leader.

2. **March 29, 2022: Live Session 1: Find your purpose**
   Analyze the audience and choose an upcoming opportunity to present as a leader. Decide what kind of presentation to build.

3. **April 7, 2022: Live Session 2: Structure your Presentation**
   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.
   **Online Prework for Session 2: Plan your Structure**

4. **April 12, 2022: Live Session 3: Think Visually**
   Think visually to create vertical logic; understand when to use text and when to use images to convey information.
   **Online Prework for Session 3: Think Visually**

5. **April 14, 2022: 1:1 Coaching: Online module 2: Achieving Executive Presence**
   During these one-on-one 30 minute personalized coaching sessions you will receive feedback on your message and presentation skills.
   **Prework for one-on-one coaching session: Achieving a Dynamic Leadership Presence**

6. **April 19, 2022: Live Session 4: Mastering Q & As**
   Techniques for handling Q & As, with individualized feedback.
   **Online Prework for Session 4: Mastering Q & A**

7. **Self-Directed Sustainment**
   Participants can access online self-learning modules for one year following program completion.

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
Register online: haskayneexeced.ca
Register Now

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