



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 others 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



UNIVERSITY OF CALGARY
HASKAYNE SCHOOL OF BUSINESS

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: June 1 - 22, 2023

Program Delivery: Online

Commitment: 10 hours

Investment: \$1,995



Course Content

1. Pre-module online materials (3.5 hours)

Week of May 29, 2023

2. Online Sessions

June 1, 8, 15, 22, 2023

Determine your Presentations Purpose

Analyze the audience and the opportunity to decide what kind of presentation to build

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.

Think Visually

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

Lights, Camera, Action!

Learn to channel your nerves effectively. Practice delivering your script with videotaped feedback.

Achieve A Leader's Presence

An introduction to techniques that enable you to project confidence: eye contact, pace, expression and body language.

Mastering Q&A

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

Presenting on the Fly

Deconstruct complex ideas into their essential elements. Script yourself in the moment.

Call to Action

Summary and commitment to sustainment.

Please note: all participants will be videotaped and will review the footage with the instructor for learning purposes.

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

Haskayne Executive Education

University of Calgary
2500 University Drive NW
Calgary, AB T2N 1N4

403.220.6600

haskayneexeced.ca
execed@haskayne.ucalgary.ca



UNIVERSITY OF CALGARY
HASKAYNE SCHOOL OF BUSINESS

THE HUMPHREY GROUP/