



Inspire Audiences and Give Your Business An Edge

Compelling Presentations

In-house group workshops



Powerful, proven & practical business presentation skills for your people

In today's low growth and distracted world, business presentations offer a rare opportunity for your executives to inspire and persuade a captive audience – and impact the success of your organisation.

Be it a new business pitch, a team meeting or a major event, a well-crafted and delivered presentation can boost morale, sales, profits and your brand's reputation.

Eliminate presentations that lack real audience engagement and impact

Just as powerful and compelling presentations can lift business, profits and optimism, a weak one can be detrimental to the presenter and your organisation.

So, this Master-Class in presentation strategy and communication techniques teaches executives how to plan, create and deliver content with greater impact, influence and persuasion.

Best Suited For:

- Executives motivated to become powerful communicators who can engage, influence and persuade any audience
- Situations where the presenter needs buy-in and acceptance for what they are proposing e.g. new business pitches, management approval of proposals etc.
- Important occasions when the audience includes senior executives and important stakeholders
- Participants who have some presentation experience

What Is Learned:

How To:

- Plan, create and deliver content with greater impact, influence and persuasion
- Establish strong connection and rapport with any audience
- Leverage key rhetorical/language and performance techniques to maximise the power of the spoken word
- Use visuals/slides to maximum effect
- Apply the 'science of persuasion' to get people to say 'yes'
- Effectively plan for, listen to and respond to questions

Key Benefits:

- Win more business, get agreement to what's being proposed, bring about positive change at work and much more
- Stand out from others who lack these tools and techniques
- Greater projection of expertise, thought leadership and professional stature
- Increased audience involvement and satisfaction
- Less stress and greater confidence



Structure Of Two One-Day
Interactive Workshops
6-9 People

Equip your people to make an immediate and lasting impact

- Designed for your specific business presentation demands
- We accommodate each participant's experience, skills and needs
- A practical and proven step-by-step way of learning that's fun
- Everyone explores, applies and practices techniques used by the world's best communicators
- Guidance, mentoring and feedback from Neil Ross, one of Australia's most experienced executives/presenters/trainers

DAY ONE Understanding The Key Techniques Of Compelling Communicators

- Bulldozing the barriers that block effective communication
- Developing rapport and audience engagement
- Deconstructing great speeches and presentations (using videos) to understand why they work
- Learning and applying the key rhetorical techniques used by master communicators, including the rule-of-three, repetition, alliteration and rhetorical questions
- Applying story-telling incorporating the 'three dramatic acts' essential for audience impact, message clarity & memorability
- Learning and applying the "Science Of Persuasion" and the 6 Universal Short Cuts that lead people to say 'yes' to your requests

Developing A Communications Strategy And Plan Focused On The Audience

- Developing an insightful audience profile – identifying key needs and drivers – appealing to ears, hearts and minds
- Being clear on how you want them to respond
- Developing the key 'Presentation Promise' and theme
- Working out the communications strategy, content narrative, stories and the 'pulse line'

Team Assignment – In The Interval (up to 5 working days) Between Workshop Day 1 & Day 2

- Use The Alchemy 'PresoPlanner' to map out and prepare a 5 – 10 minute presentation (To a defined topic)
- Team (2-3 people) create and rehearse the presentation

DAY TWO The Art Of Performance

Live delivery by teams – recording – review and feedback

- Learning about the 'Art Of Performance' – body language, tone of voice, modulation in pace, pause and intensity
- The right use of Power Point and other visual aids
- Reworking the presentation and delivering it again > with feedback and coaching on how to improve

POST WORKSHOP

- Access to 'PresoPlanner' and the 'Do-ABLES' toolkit
- View/learn from video of performances
- 30 day access to coaching & advice from Groupe Amplify CEO Neil Ross, and 30 years of business presentation experience gained as:
 - QANTAS Group General Manager Of Global Marketing
 - MD of Smith Ross & Muir; DDB Sydney; McCann-Erickson Sydney
 - Pitching for and winning scores of new business clients



Compelling Presentations - Additional Services

- Pitching Corporate Credentials
- Key Events & Conferences
- Performance Rehearsals



Develop and deliver presentations and events that deliver your desired results

Groupe Amplify are business presentation skills specialists. We help your executives become skilled communicators and presenters not only through our intensive 2-day workshops, but also through other consulting and coaching designed to meet your particular need.

As with any skill, great presentations don't just happen. But, we can make them a reality for you and your people, through applying our considerable expertise to help you define a winning communication strategy that focuses on understanding and talking to the needs, desires and wants of your audience.

Then, we help craft the content, the narratives and performances that will win over the ears, hearts and minds of that audience.

Pitching Corporate Credentials It's not all about you!

Opening the door to new customers is critical to growing any business, and one of the first steps is to successfully convince people that you have what they need. Often the 'pitch team' falls at this hurdle because they focus not on their customer but on themselves; what it is they have to sell.

So, we help you avoid this trap by working with you to develop a compelling story that places your prospective customer at the heart of what you do, how you do it and, most importantly, why you do it.

Options you can tailor to meet your exact needs

Every business is different so we offer a range of options that you can choose from to meet your exact needs. These options include:

Facilitated workshop:

- We work your team to carefully define your targeted customers in a way that includes their current needs and wants, who they are currently using, possible areas of dissatisfaction and what your compelling alternative offering is
- We then develop the presentation communications strategy including key messages, points of persuasion and who in the pitch team delivers what messages

Content development:

- With your input we will develop a compelling story and a narrative/script for each person that leverage key rhetorical techniques that engage, persuade and inspire an audience to action
- We will guide you in developing key visuals that tell the story

Performance rehearsing and coaching – massive gains!

- Receive expert advice on how to deliver your presentation and maximise engagement and impact with the audience.



Key Events & Conferences

It's not about broadcasting content!

When there's an important conference or event that incorporates numerous speakers, a common trap is focusing efforts on who is delivering what content. All the boxes are ticked, but often the audience is left overwhelmed and unmoved, rather than well informed and motivated.

Groupe Amplify can work with your people to ensure what is presented captivates, informs and inspires the audience to react in a way that achieves your predetermined objectives.

How we can help

You have numerous options to choose from, similar to those covered under Pitching Corporate Credentials, yet incorporating a variety of topics and speakers.

We will work with you to:

- Clearly define your desired outcome for the event, and develop a communications program that achieves it
- Develop a strategy that connects with the audience and leads them to feel, think and behave as desired
- Fit presentations from different people together into a powerful story that stays on message
- Develop content including presenter's narratives and key visuals
- Performance rehearsals and coaching for each presenter

Performance Rehearsal & Coaching It's how you say it that really counts!

Ideal for people who have prepared their content, but want to perfect their performance to have the best possible impact on the audience.

Participants will learn how to:

- Clearly define the emotional response required from the audience
- Project their own emotions accordingly
- Manage nerves and prepare backstage
- Control their voice pitch, pace, pausing, volume and emphasis
- Use the best gestures to emphasise their message
- Move on stage to keep the entire audience watching and listening

We can work with you at your office, at the venue location or even over Skype or the phone. Regardless, you will dramatically improve your performance and the impact you have on the audience. Promise!

Your consultant has decades of real-world executive level business presentations experience

Your people will be trained by Groupe Amplify's CEO, Neil Ross, who will impart 30 years of business presentation experience gained as:

- QANTAS Group General Manager Of Global Marketing
- MD of Smith Ross & Muir; DDB Sydney; McCann-Erickson Sydney
- Pitching for and winning scores of new business clients
- Two-time winner of the Macquarie Uni. Joke Telling Competition!



Give Your Business An Edge With Powerful Skills Training

Communicating

Collaborating

Motivating



Valuable skills that develop your people, your teams & your success

We're specialists in interpersonal skills training across the areas of communicating to, collaborating with, and motivating other people.

Through powerful, customised and easy-to-follow training, we help you equip your executives with the skills, tools and techniques they need to:

- Speak confidently, engagingly and persuasively to any audience
- Inspire, educate and bring about action and change
- Generate buy-in and support for proposals
- Win new business pitches
- Solve business problems collaboratively, creatively and effectively.
- Build and lead motivated, high-performing teams
- Develop better business relationships

Based in Sydney, Groupe Amplify clients include corporate and government organisations across Australia.

What We Do ...It's Different!

Our workshops and seminars are full of insights, and exercises that involve people in applying what is learned to their world. People tell us they love the experience because it's fun and relevant.

Our approach is to:

- Avoid complexity and information overload
- Provide people with a range of practical skills, behaviours, techniques and processes useable the next day, and every day
- Be easily recalled and applied through simple tool kits that contain the Do-ABLES

It's what we call our 'Alchemy' and it's the difference that delivers practical skills with practical impact.

Expert Knowledge

Neil Ross is the founder and CEO. His experience gained with QANTAS as Group General Manager Of Global Marketing, and in leading several major advertising agencies, has been woven into each workshop. This is 'real-world' learning combined with the best knowledge gathered from experts in each field.



Our 'Alchemy' Programs



Communicating

Compelling Presentations

- Two Workshops of 6-7 hours each – up to 9 people - customised
- **Also:** Event communications strategy; Content development and Script writing; Rehearsals and Performance coaching

Speaking Inspirationally

- One-day Workshop – up to 9 people OR ½ day Briefing for 25
- **Also:** Keynote addresses; Event consulting; Script writing; Rehearsals & Performance coaching

Executive Communication Skills Development

- Practical, powerful and confidential training for busy leaders
- Customised program that can span across communicating leadership, writing great words, performance coaching and more



Collaborating

Working Collaboratively To Creatively Solve Problems

- One-day workshop – up to 9 people - customised

Building Better Business Relationships

- One-day workshop - up to 9 people - customised



Motivating

Managing & Motivating A High-Performance Team

- One-day workshop - up to 9 people - customised
- Executive Team Coaching

Developing A High Performance Leadership Team

- Highly customised program combining individual and executive team coaching sessions
- Program spans 5-6 months