

Executive-Ready Presentations



About this Workshop

The ability to communicate decisively about strategic issues when facing “C-Suite” and senior executive audiences is a “must have” skill for middle and senior managers. This workshop will help managers plan and deliver strategic presentations that meet the expectations of their executive audiences.

Who Should Attend

This workshop is designed for middle and senior managers who are required to present on strategic issues to the “C-Suite” or other senior executives. It is appropriate for people who are at a stage in their career when their ability to present at the strategic level is critical to their own success and the success of their organization.

We suggest a maximum of 6 participants with one IWCC facilitator – or 12 participants with two facilitators for this workshop.

What Participants Will Learn

By attending this workshop, your managers will learn to:

- Assess their existing skill level for presenting strategic issues to executives
- Identify and deal with the unique rules and expectations of “C-Suite” audiences
- Plan their strategic message and clarify their objectives for executive-level presentations
- Develop their content by focusing on the information that senior executives need and isolating the critical messages from the supporting detail
- Improve their ability to get to the point quickly and deliver the right amount of information
- Manage difficult Q&A sessions and pushback without becoming flustered or allowing their presentation to be derailed
- Design and use visuals to support their message; avoid the worst excesses of PowerPoint
- Use their voice to project confidence and deliver credible messages
- Illustrate their points through appropriate use of analogy and anecdotes.

We use **video feedback** extensively to reinforce participant learning.