



Persuasive Presentation skills Masterclass

Audience: **Expert, Management,**
Format: **Class**
Duration: **2 Days**
Coach: **Michelle Bowden**
Curricula: **Executive, Leadership**

Course Objective:

- Learn how to influence people in meetings, forums, classrooms or conferences to change their thinking or behaviour.
- Learn strategies to overcome nervousness, anxiety or a lack of confidence in your ability to communicate ideas.
- Learn how to maximise your impact, influence your audience and ensure your communication is always clear and effective

This is a highly interactive course that has transformed the careers of many analytics and technical teams in the past. It goes well beyond just 'presenting' and its influence and effect bridges across to communication as a whole. It is run by Michelle Bowden, a 20+ year veteran and recognised leader in persuasive presentation skills and a coach to many business leaders.

Business presentations require precision, intelligence and commitment. In the Persuasive Presentation Skills Masterclass Michelle Bowden teaches you everything you need to know to be a persuasive business presenter.

- Michelle teaches presentation skills in a unique and fascinating way, teaching you confidence and a winning formula that addresses the critical phases of analysis, design and delivery.
- Learn the theory behind why certain models and approaches are best practice.
- No role plays (we promise) but you will still practice the techniques over and over until you know them inside out and can use them successfully from the minute you get back to work.
- You'll only work on your own company content during the masterclass so it's as relevant to you as possible.
- Highly interactive sessions to ensure all techniques are practiced and layered so you'll be confident to apply them whenever you need to.
- Small group sizes – a maximum group size of 10 participants ensures lots of individual, personalised coaching and feedback.
- Post-masterclass report – this unique tool provides participants with individual feedback on their strengths and areas for improvement.
- Optionally 'top-up' your learning via Michelle's online newsletter "How to Present" plus regular updates and on-going, unlimited script checks.

"Every speaker, presenter and/or person who needs to influence/impact others should do this course. It is packed with great content, practical ideas and the opportunity to try it out in a supportive environment and get instant and helpful feedback. Michelle you are a fabulous trainer! "

David Thomas, Director, Think Global



Course leader
Michelle Bowden

Michelle is an authority on presenting persuasively in business. She is a best-selling, internationally published author on persuasive presenting in business. She has been nominated 9 times for the Educator Award for Excellence for her facilitation of the Persuasive Presentation Skills Masterclass.

Michelle is one of approx. 40 female Certified Speaking Professionals (CSPs) in Australia, the highest designation for speakers in the world. With extensive experience coaching executives for high stake presentations and multi-million \$ pitches and tenders, Michelle also coaches high profile celebrities & international speakers for the stage.

Michelle has facilitated her Persuasive Presentation Skills Masterclass over 850 times with over 10,000 people.

Based in Sydney, Australia