

# Messaging & Structure

## Creating Impactful Content

**Effective Presentations** is the leader in live communication skills training delivered online. We offer a Live Virtual Training Platform that provides the same experiential instruction we provide in our classroom workshops. Our Messaging & Structure workshop is conducted in a small group setting, with each highly interactive class having no more than 4 participants.

Available as a standalone workshop for \$200. Can also be bundled with our Commanding Presence and Powerful Voice workshops, attend all three for just \$495!

### Live Virtual Training

Our Live Virtual Presentation Skills and Public Speaking Workshops provide a cost and time effective alternative to classroom training. We offer the same powerful training online, in a small group setting, creating a fun and dynamic learning environment. After assessing existing presentation skills, we turn to fundamental aptitudes that will empower you create impactful content.

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### Topics Covered

#### Structure for Greater Impact

Intent vs. Content  
Presentation Construction

#### Managing Q & A Sessions

Controlling the Process  
Dealing with Difficult Questions

#### Power Openings & Power Closings

Techniques and Words  
Setting the Hook for Your Audience

#### Mind Mapping

Help Build Your Presentations  
Learn to Think Quicker on Your Feet  
Learn to Anticipate Questions

#### Using Your Stories

Developing Your Stories  
Story Building Matrix  
Great Speakers Have Good Stories

#### Presentation Practice

Discussion and Role Play  
Presentation Practice

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### Benefits of Effective Presentations Live Virtual Workshops

- Overcome the fear of public speaking
- Understand and demonstrate presentation fundamentals
- Skillfully utilize both verbal and nonverbal techniques
- Think on your feet in meetings and in front of a crowd
- Actively involve the audience and move people to action
- Effectively utilize visual aids
- Exude confidence and poise in every situation