



Brian Greedy

Brian is a leading national trainer and speaker, who makes a difference

His very practical "how to" philosophy draws from over 20 years strategic business experience, including accounting, marketing and senior management positions. Brian also developed a highly successful retail business from commencement to an annual turnover of 9 million dollars and a staff of over 50.

In 1984 he commenced his own business consultancy and today has clients in all States and New Zealand.

Brian can tailor training workshops, seminars and speeches to each client's exact requirements.

A business professional by experience, a teacher at heart and a professional presenter by reputation, his programs motivate audiences to high levels of professional and personal performance.



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Brian Greedy Training Pty. Ltd. trading as

Brian Greedy Business Solutions ABN 9600 9256 482

Workshops, speeches and seminars

...for personal & professional development

Professional Presentations with Power, Punch & Pizzazz

A highly interactive, practical, workshop session to develop real presentation and group influence skills.

- How to plan and develop a winning presentation
- How to use 19 key design ideas and steps to ensure your visuals support rather than sabotage the presentation.
- How to recognise and avoid the 21 deadly sins of poor presenters.
- How to effectively manage question and answer sessions with poise even with a hostile audience.
- How to use pause, voice tone, light and shade, body language and professional platform delivery techniques to keep the audience interested, involved and motivated.

This program is available as a public program or an in-house basis.

Sessions are tailored to meet specific needs including

- Technical and legal presentations to enhance professionalism and performance and position the firm as special and different in the marketplace.
- Enhanced training skills for safety and workplace initiatives to maximise influence and staff buy-in of ideas.
- Sales, service and Marketing promotions, where beating the competition matters.
- Conference facilitation and presentations where you need to stand out from the rest to build credibility and professionalism.

PRESENTATION PERFORMANCE COACHING

If you need one on one coaching to ensure your presentation really wins through we can assist you. Specialised, practical and highly effective presentation performance coaching can be arranged for one on one or in small group sessions at times to suit you.

Business Speaking and Presentation Skills

This comprehensive two-day workshop has a limit of 10 participants to maximise participation and skills development. Because of the high level of personal coaching and attention this program can accommodate both novice and experienced presenters.

- How to overcome pre-presentation nerves and jitters.
- How to analyse the audience so you hit the target every time.
- How to use a planning process to save time & to organise ideas logically.
- How to apply powerful and proven delivery techniques.
- How to maximise impact and audience involvement.
- How to build confidence into voice, gesture and expression.
- When and how to make the presentation interactive.
- How to use humour, anecdotes and stories to add spice to the content.
- How to involve, simulate and motivate even the most difficult audience.
- How to avoid the most common mistakes with visuals.
- How to use PowerPoint effectively for impact, style and flair.

Participants learn through the delivery and evaluation of presentations.

Ongoing feedback is provided to build skills and confidence.

This program is available on an in-house basis for clients with between 6 to 10 participants, or on a public basis where companies can send individuals. Complete details are available at www.briangreedy.com

Go to...
www.briangreedy.com

For details on practical, powerful and professional training on:

- ✓ Meeting Leadership & Facilitation Skills
- ✓ Advanced Creative Training Techniques
- ✓ Assertiveness & Influence Skills
- ✓ Managing Difficult Behaviours
- ✓ Problem Solving & Decision Making
- ✓ How to Build a Winning Team

Strategies for Better Business

"No skill can open more doors, create more visibility and provide more power than speaking before a group"

The ability to speak confidently and communicate effectively to influence a group is a prerequisite for personal and professional success.

Yet some people believe that presentation skills are only for those who stand at a lectern and address thousands of people. But the fact is you make presentations every day. You are called upon to communicate, to persuade, to convince - speaking one-on-one, delivering ideas at a meeting, presenting to a group.

Number one fear

If you find yourself saying, "I wish I had more confidence in presenting my ideas" then you're in good company because the number one fear amongst professionals is public speaking.

Often perfectly capable people, professionals and technical experts in their own right, simply avoid speaking opportunities that could well fast track their professional career development.

Many will argue that great speakers are born and not made; that somehow some people have an innate, born ability to stand before an audience without a sign of nerves and just naturally deliver a powerful presentation...Well that is just not so!

A Developed Skill

People who are considered great speakers have spent several years in developing and practising their skill. They all started at the beginning and

like a professional in any activity or vocation relentlessly practiced their craft.

Practice is the foundation for excellence in any activity and speaking before a group is no exception. Learning to be a good presenter is like the development of any new skill. In the beginning it can be frustrating learning to drive a car, to play golf, or riding a bicycle.

Practice and Application

It takes practice, application and adjustment to move from novice to professional in any skill development and it's the same with presentation techniques. Why shouldn't it be? All our social skills, our ability to communicate one-on-one and express ideas have been developed in this way.

Essential Skills for Everyone

To master the most important skill to influence other and fast-track your career, you need an open mind, a willingness to learn, commitment to excellence and persistence in the application of practical skills and techniques.

DOUBLE CD AUDIO PROGRAM

Presenting with Power, Punch & Pizzazz

"No skill can open more doors, create more visibility and provide more power than speaking before a group"

Now there's a double CD audio program to help you develop a primary get ahead skill in leadership today.

- 90 minutes of the best tools and techniques used by the pros in professional and business speaking.
- You'll learn how to prepare your presentation, motivate your audience, sell your ideas and achieve the results you want.
- Proven techniques on how to manage presentation butterflies and get them all flying in the right direction.
- Whether you're speaking one-to-one, in meetings or to large groups, "Presenting with Power, Punch & Pizzazz" will help you be more confident, more credible and get the message across positively and effectively.

Designed and presented by Brian Greedy, award winning competition and professional business speaker.

\$50
inc GST & postage

Double CD set

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17 Keys

to Preparing a Professional Presentation

1 Know the audience intimately

Every audience is different and each individual within the audience brings different expectations and values to your presentation. Sometimes people will be there because they want to be, and others are there because they've been sent, often there's a mix of both. This information is vital if you are to structure your presentation to the audience needs.

2 Research the level of understanding

It's likely you've been asked to speak because you have special knowledge or ideas the audience should hear. Yet within the audience there may be a wide range of topic knowledge and this presents an interesting challenge.

From experience, unless it's politically expedient to do otherwise, it's best to target the majority of the audience in the middle ground. If 10% of your audience see your material too advanced or too basic, you have probably targeted the bulk of the audience pretty well.

3 Answer the "What's in it for Me?" question

Every audience is interested in how your ideas and content will affect them directly. They'll switch off quickly if your material does not relate directly to their own issues and interpret what you have to say within their own terms of reference. Once you've identified your audience consider the questions that are likely to be in the mind of the group. This will help you later to prepare the right material.

4 Establish exactly how long you have to speak

How often have seen presentations run over time?

Some speakers don't know what's possible to achieve in the timeframe available. A good speaking pace is around 100 to 120 words a minute; so a 10-minute read address is about 3 pages of single spaced A4 type. Although reading a speech is not recommended, this indicates it's smart to develop only a few points and sell them effectively. The issue is generally not what to include but rather what to leave out.

5 Check the visual support equipment

Make sure there will be no shocks when you arrive at the venue.

Check in advance if a microphone is needed and the room lighting. Get there early to set up your visual support. At a conference, if sound and lighting professionals have been booked, make contact early and explain your exact requirements. If you plan to use your own laptop, ensure a smooth and quick equipment changeover. Audiences can get very impatient with delays in powering up visuals.

6 Find out about the Audience seating

Meeting organisers sometimes fail to plan the room layout and facilities, so you need to do some checking. If the group is small you can use U shape or café style layout. This is especially important if you have a long session to deliver and you need to maximise group involvement. Theatre style seating is most common for large conference groups and this may mean a more formal and structured process of delivery.

7 Decide on the process of delivery

There are two factors to consider before you start preparing the material for the speech, one is content, the other is the process. The audience size and presentation timeframe dictates the delivery process you can use and the level of interaction and audience participation. A short presentation of around 20 minutes needs a tight structure with a short question and answer session. On the other hand a 90-minute presentation is best with a high level of interaction. So decide on the best process to suit your speech.

8 Write a specific objective

Before developing the speech content, write a specific objective you wish to achieve. Make it simple, maybe a sentence or two. Consider what you want the audience to feel and the action you would like them to take as a result of your presentation. Keep the written objective before you as you develop the speech content to make sure the ideas and concepts you develop will meet the objective.

9 Brainstorm the presentation points

Think about the ideas you may wish to include and jot them down as they develop. Keep them in point format, because all you need to do at this stage is to harvest the ideas. Evaluation and expansion comes later.

10 Sort the ideas into priorities.

Sort the key point ideas into those you absolutely must get across and those that would be nice to get across if there's sufficient time. Measure all against the presentation objective and discard the points that don't drive towards that end.

Work firstly with the must know points until you have a priority sequence and then introduce the nice to know point if you need them. Remember a few points made well are better than too many points poorly developed.

11 Turn each idea into a mini-speech

Focus on the ideas you want to get across, rather than worrying about finding the right words.

The key is to develop a mini-speech around each point you wish to make so the audience understands the relevance of each issue and the purpose for their inclusion.

Formulate in your mind a clear message package around each point to answer the "So what?" question in the mind of the audience. Test all material against the presentation objective.

12 Start with the end in mind

Develop the content for the conclusion first because everything else needs to be designed to march the speech to your conclusion. It's no coincidence that every stage musical holds the best song back until the finale and it should be the same with a speech. By far the most important part of any presentation is the finish. This is the message the audience is left with and will take away, so it deserves extra special attention. The conclusion should be considered a separate speech, within the speech. It needs to tie together and reinforce all the ideas delivered in the body and stitch the threads into a potent message or a call for action. The speech finale should leave the audience in no doubt as to the importance of the message.

13 Develop a powerful opening

You don't get a second chance to make a first impression, so the opening needs to grab attention and set the scene. Make a strong statement, pose a question, use an anecdote or use an example, but make sure it's relevant and you tie it into the topic. The opening should set up an early signpost as to where the speech is headed.



14 Prepare the body copy

Here's where you can develop the ideas and support the content with reasons and benefits to the audience. Remember a few points well developed and related to the audience "What's in it for me?" question will be more powerful than too many points not developed effectively. A good process is to develop a theme, deliver an example and reinforce the importance with a summary.

15 Add pizzazz and spice

Check through the content developed to this point to establish where you can use humour, anecdotes or vivid examples to enhance the delivery. Audiences respond to a change of pace, the use of an example or an interesting yet relevant visual effect. Be careful with humour because it needs to be relevant and you need to rehearse the delivery to minimise slip-ups. The best and safest humour is against yourself, this way you can't put the audience offside.

16 Design the visual support

Visuals should support the speaker and not replace the speaker. Often visuals are too complicated, too detailed, too boring and distract from the delivery. Visuals should be considered as a roadside billboard with key information to support the speaker's ideas. For a checklist on effective visuals visit www.briangreedy.com and go to business tools.

17 Develop key point notes

The more you are tied to your notes the more stilted and uninteresting the presentation will become. Notes should trigger the next idea you have developed to keep the presentation on track, rather than list the sentences you need to say. Practice developing the theme around each of the points on your notes and keep the words simple, alive and conversational, yet delivered with some intensity and flair.