

More about mda's Presenting for Leaders Programme.

Benefit: ensuring that your people are persuaded – objectively and emotionally – to go where you wish to lead them.

Introduction: Developing policy or vision is one part of being a leader; the ability to sell that policy or vision to those who have to embrace and execute it is the vital – and frequently ignored – second step. If this step is not carried out successfully, the envisioned future may not happen, or will be more difficult to effect. The issue is to persuade at an emotional as well as rational level.

For: Any senior executives presenting either to internal or external groups where the need is to persuade the audience to a policy, point of view or long term vision. Thus potential audiences might be staff groups, conferences, media or financial analysts, etc. The workshop can handle up to fifteen participants, who are judged to have the basic presentation skills.

Purpose: This two-day programme is designed for leaders who wish to optimise their persuasion skills – to persuade people to follow them. It is highly tailored to the individual needs of the company, and individual participants.

Objectives: In broad terms, the programme covers, practically and in detail, the techniques needed to make presentations that:

- really connect with a potentially resisting audience,
- are compelling,
- are motivating,
- are interesting and,
- convincing.

Approach: As practical and tailored as possible, given any constraints on time or numbers. As much presentation and exercises as are possible is fitted in, according to the needs of the group – typically three to four presentations per

participant are carried out. The workshop assumes the basic skills - the concentration is on developing the subtler skills of leadership persuasion.

Duration: Two days

Contact details: for more about mda and our other programmes:

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http://www.mdapac.com/send_brief.html