



PRESENTING ON PURPOSE™

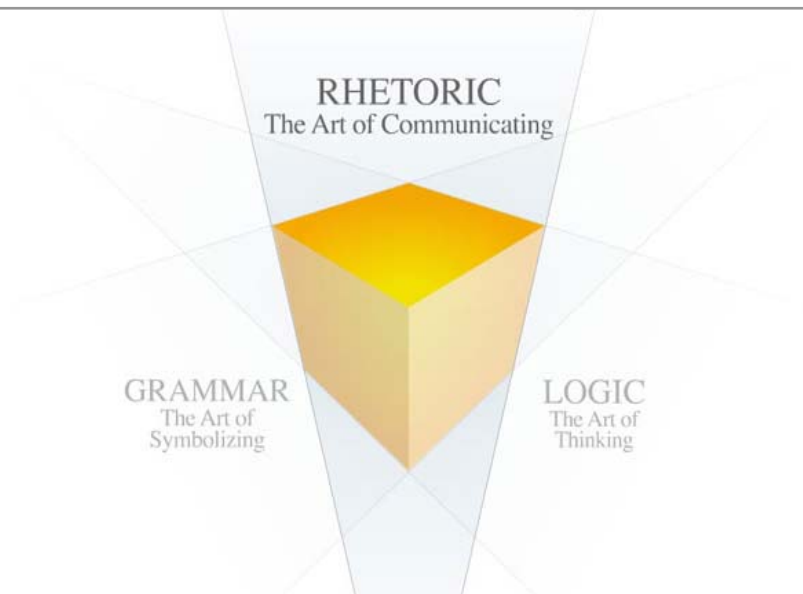
PROFESSIONAL WORKSHOPS OVERVIEW

REALITY

Today's business professionals have **tremendous demands** on their time and their energy. They often have a number of different roles and each comes with its own set of responsibilities. They are tasked with attending multiple types of meetings, in a variety of different venues, and then challenged to articulate clear and concise messages to **a diverse set of audiences**. Although they must be informed, their primary mandate is one of 'informant.' How successful they become will be determined by how **focused** they are and how **fluent** they can be. Incumbent on business leaders today is the need for disciplined, rational thinking, a high level of awareness, and the ability to persuasively articulate the **courage of their convictions**.

RESULTS

At the end of the day, it always comes down to **outcomes**, both for the constituents and the communicator. To get **better results** from our meetings, presentations and phone calls, we must be very **clear about why we are communicating and what we intend to accomplish**. Too much is at stake to waste valuable time on excessive and irrelevant detail. Savvy professionals **ascertain the needs and wants** of their audience, then successfully meet those needs in what ultimately results in a **'win-win' for both**. They **ask more** questions, they **listen more** carefully, they **dig deeper** to pin point problems, then they **provide solutions** to those problems clearly and confidently.



EFFICIENCY

Our **Presenting On Purpose™ | Professional Workshops** have been created to **meet the unique needs** of our clients. Through our discovery process we work closely with clients to identify their particular, **high target** needs and wants. We then construct a **custom program or series of programs**, often spread throughout the year, to accomplish those goals. Our modular program format allows us to design tailored, 'one-off programs' as well as chart out a series of **'specific focus'** programs to be conducted over a stated time period. In addition, we provide ongoing coaching via **video conference** to solidify the learning. The benefits to the client include **less time away from their business** at any given time, as well as the **repetitive re-enforcement of learning** that comes from regular, ongoing, programs over a set period of time. Each program building on the next. Our **Presenting On Purpose™ | Professional Workshops** follow a **rigorous schedule**. These one-day programs typically run from **8:00am to 5:00pm** with 10 minute breaks every hour and a half. Lunch is typically brought in. Working lunches are not uncommon. Our programs involve a topic **discussion**, followed by an **exercise**, then a **presentation**. Participants are **videotaped** and **critiqued** after each presentation. Attendees are tasked with specific session 'pre-work' to be completed in advance of the program. **Participant Guides** are provided for each participant in addition to **our proprietary Presentation Planner** to be used in preparation and conduction of meetings, presentations and phone calls, **during and after** the program.



Think. Create. Communicate.

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PROFESSIONAL WORKSHOPS OVERVIEW

WHO SHOULD ATTEND

The **Presenting On Purpose™ | Professional Workshops** are appropriate for **key individuals** in your organization. This program is **particularly appropriate for busy professionals** in your organization that must **deliver critically important information** to decision-makers so that specific actions will be taken. This might include members of the executive team, **portfolio managers**, national or **global account** executives, **institutional sales** executives, heads of business development, **team leaders**, marketing **directors**, product development **specialists** and beyond.

CUSTOMIZATION AND FLEXIBILITY

Today's business environment is dynamic. The only constant is change. Yesterday's 'Never Before' is today's 'New Normal.' Clients want choice. We developed our **Presenting On Purpose™ | Professional Workshops** to meet the unique needs and wants of our clients. Clients can choose **the people** they want to attend, **the modules** they want their people to learn and **the schedule** that works best for them.

Presenting On Purpose™ Professional Workshops			
Sample Learning Modules		Scheduling Options	
The Dynamics of Growth	Learning Modalities	1 - One-Day Workshop (Typically 8:00am - 6:00pm)	
The Presentation Planner	Hands, Body, Voice	2 - One-Day Workshops Eastern Region - Custom Program Western Region - Custom Program	
Probing Redefined	Graphic Design 101		
Effective Listening	The Four Temperaments	3 - One-Day Workshops Spring - LOGIC The Art of Thinking Summer - GRAMMAR The Art of Symbolizing Fall - RHETORIC The Art of Communicating	
Handling Questions	Themes and Openings		
Overcoming Objections	The Power of Storytelling		
The Art of the Segue	Intention	4 - One-Day Sales Process Workshops 1 Per Quarter 1st Quarter - Preparation 2nd Quarter - Probing 3rd Quarter - Presentation 4th Quarter - Promotion	
Anxiety / Nervousness	Character		
Awareness / Eye Contact	Strategic Persuasion		
Asking for the Order	The Art of Confront	Series of Weekly/Monthly Video Conference Sessions The Entire Spectrum of Learning Modules	



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