



# PRESENTING ON PURPOSE™

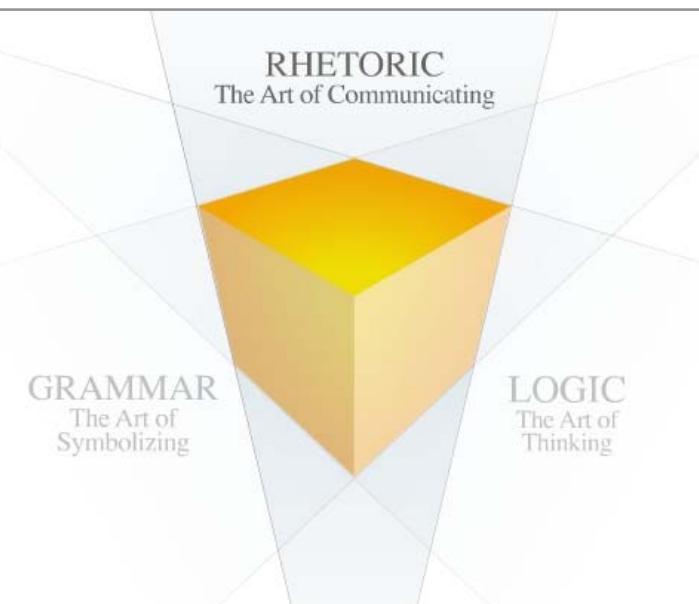
## OPEN PROGRAM OVERVIEW

## CHALLENGES

Whether we're speaking to people face to face, over the phone, in a small group meeting, or large group presentation, effectively communicating with other human beings can be challenging. Research tells us that public speaking is the **number one fear** people have. It actually trumps death. Communication is challenging for a number of reasons. One of the major reasons is **poor preparation**. People either don't prepare at all or they don't prepare properly. In addition, we find that people tend to fall into one of two categories, **the educators** or **the entertainers**. The 'educators' **don't bother to ask questions**, they **don't listen** well, and they **don't tailor their messages** for their listeners. Instead, they inundate their audiences with excessive and/or irrelevant detail. The 'entertainers' think of presenting as 'a show,' so they act **like a character** in a show as opposed to **showing character**. Lastly, many people are simply not clear about **why** they are there and **what** they intend to accomplish.

## AWARENESS

The key is **increased awareness**. Most people are not fully aware of the world that surrounds them, nor are they objectively aware of their response to the world. Our subjective thinking habits don't afford us the opportunity to **notice our own behavior**. So, we start our **Presenting On Purpose™/ Open Program** with an initial assessment of each participant. The use of the video camera, although sometimes challenging, elevates our awareness of what we are doing or not doing when we give a presentation. **Seeing is believing**. We encourage the other audience participants to look for **specific components they deem desirable** and we solicit their unique perspectives. People learn best by **doing**; not watching or listening, so expect **a lot of exercises** and **a lot of presenting**.



## FOCUS

Each attendee will establish their **own specific personal program objectives** and together we will chart a course to meet those objectives. We will then conduct a series of guided conversations targeting the specific areas we have identified, and agreed upon, to be 'mission critical.' Our focus initially is on Logic (the art of thinking), getting people to think differently about **how they prepare** for a meeting, presentation or phone call. Our focus then shifts to Grammar (the art of symbolizing) and the importance of **packaging our message** using the myriad of tools at our avail. Lastly, our focus is on Rhetoric (the art of communicating), taking that which is thought and symbolized and **persuade others**. Be prepared for Socratic teaching, where the teacher seeks to have the students teach themselves. Expect **opportunities to experiment** with new ideas and **experience new ways** of looking at communication. Most importantly, **our focus is on you**. You are investing your time, money and energy. You are here to learn, to grow, and to realize your full potential. While this dynamic, uniquely customized, open enrollment session is designed to strengthen and **enhance the skill-set** of each participant, many attendees also see our presentation process as a way to **create a cornerstone** for their entire corporate communication strategy.



# PRESENTING ON PURPOSE™

## OPEN PROGRAM OVERVIEW

### WHO SHOULD ATTEND

Our **Presenting On Purpose™ / Open Program** is open to **any individual**, from **any organization**, in **any sector**. It's appropriate for **key communicators**. This includes, but is not limited to entrepreneurs, sales representatives, fundraisers, sales executives, realtors, mortgage lenders, financial advisors, managers, attorneys, team leaders, high potentials, public relations, marketing executives, product specialists and human resources. It's also particularly helpful to local business and community leaders, professional organization leaders, members of the clergy, government employees in addition to representatives of non-profit or not-for-profit organizations.

### THE BENEFITS

- Learn our **proprietary preparation process** to use for meetings, presentations, phone calls and more
- You will **uncover the secret about nerves** and learn how to **get the butterflies to 'fly in formation'**
- Learn proven techniques to **address and answer tough questions** as well as **overcoming objections**
- **Experience a variety of presentation types** as participants come from varied disciplines
- **Develop the skills** needed to **engage, enlighten and inspire** your target audience to act

### THE LOCATION

The Harbour Town Yacht Club ([Go to GoTo \*\*www.triviumperformance.com/new-boardroom\*\*](http://www.triviumperformance.com/new-boardroom)) Located in the heart of Hilton Head Island's Sea Pines Resort, this exclusive club overlooks the Harbour Town Marina & Light-house, Calibogue Sound, and famed 18th Green of the Harbour Town Golf Links, home of the annual RBC Heritage Golf Classic, a PGA Event. The club sports **31 luxury suites**, in house dining, bar, conference facilities, and a **spectacular rooftop veranda**. It's the ideal setting for attendees to relax and focus on the task at hand. Enjoy tennis, golf, beach, fine dining and more.

2- Day Presenting On Purpose™   Open Program - *Sample Agenda		
Day 1	Day 2	
Welcome / Introduction / The Trivium	Grammar: The Art of Symbolizing	
Benchmark Presentations	Learning Modalities & Exercises	
The Dynamics of Growth	Presentations	
Anxiety / Nervousness	Rhetoric: The Art of Communicating	
Logic: The Art of Thinking	Ethos: Character / Responsibility	
Outcome Orientation	Pathos: Openings	
Lessons From Patton	Presentations	
Strategic Approach	Logos: Questions and/or Objections	
The Art of the Segue	Graphic Design 101	
Presentations	Final Presentations	

**PILOT PROGRAM**  
**DATES: SEPT. 12 & 13**  
**\*Discounted fee \$800**  
**\*Limited to 8 participants only!**

**CALL 843.681.6283**  
**TO RESERVE A SEAT**