



Why should you choose this course?

This course teaches delegates how to structure, write and present a more compelling and effective business presentation.

The course will focus on the craft of storytelling:

- Planning and structuring your story
- How to ensure your audience takes away key messages
- Appropriate language, tone and style
- Impactful delivery

The course will provide you with tools and approaches that will ensure you define and deliver a clear message to your target audience.

As well as learning how to tell a story, delegates will also have opportunities to present, which will be filmed, to help them perfect storytelling delivery.

5 STEPS TO A COMPELLING BUSINESS STORY

PURPOSE

Good stories are driven by clear reasons - how to write a clear-minded statement describing what you want to achieve.

AUDIENCE & LANGUAGE

Understand your audience - filter subject matter and choose meaningful words.

SUBJECT MATTER & CONTENT

Times is ALWAYS limited - how to identify priority messages.

PLANNING & STRUCTURE

Manage time - develop a story that is easy to follow and easy to understand,

DELIVERY

How to bring your story to life!

WHO SHOULD ATTEND THIS COURSE?

The training course is focused on teaching delegates skills so they are better equipped for real business-world situations, for example those who are in management, who are involved in business development and present to clients - all cases where strong communication is vital.

WHAT IS THE COURSE OUTCOME?

By the end of the day attendees will:

- Have a detailed understanding of the craft of storytelling;
- Have refined their business presentation; and
- Will have a practised presenting stories to embed storytelling knowledge so they apply it in work situations immediately.

Delegates will subsequently have access to video recordings of their presentations, and will be provided specific guidance to help them improve the quality and impact of their delivery.

WHAT IS THE COST?

Cost per delegate is £395 + VAT.

WHERE ARE COURSES RUN?

Course are usually run in a central London location, or can be held at your offices, if you prefer (subject to the number of delegates).

HOW DO I REGISTER?

Simply email Tony.Treacy@pitchfactory.com
Tony is MD of Pitch Factory. He will organise your course. If you want to discuss any aspect of the course you can also call him on +44 7904 155 618.

4 REASONS FOR ATTENDING THE COURSE

- You are a manager or senior manager in a business and face internal communication challenges as you drive your business forward;
- You are developing your role in your company and are expected to write and deliver presentations on investment and strategic issues, or win approval for investment or departmental budgets;
- You are intimately involved in the business development process and are increasingly taking the lead in writing proposals; or
- You are being asked to present to clients more regularly and want to liven your presentations up, and make sure you present your company brand competently and professionally.



COURSE AGENDA:

Morning Session

What makes a 'good' story?

- Storywriting process
- How to use the StoryBlock
- Telling a story (a group session devising and presenting a real life story)

Afternoon Session - Part One

Perfecting Your Business Presentation #1

- 1-to-1 coaching
- 5 minutes to present your business presentation
- Each presentation will be filmed, and after everyone has had their turn, the trainer will review and critique each one.

Afternoon Session - Part Two

Perfecting Your Business Presentation #2

- Presentation refinement
- 5 minutes to present you business presentation
- Each presentation will be filmed, and after everyone has had their turn, the trainer will review and critique each one.

WHO IS THE COURSE LEADER?

Tony Treacy is Managing Director of Pitch Factory. He brings a wealth of experience in marketing and communication gained working for international brands in both the business-to-business and business-to-consumer spaces and across many sectors including: accountancy, insurance, law firm, technology, retailing, drinks, FMCG and luxury goods over the last 28 years.

CPD ACCREDITATION

Pitch Factory is a member of Continuing Professional Development (CPD).

This content of this course has been certified by the CPD Certification Service as conforming to continuing professional development principles.



Certificate Number
A002617

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RELEVANT?



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