

*iSpeak*

# VISUAL **STORYTELLING**

**Virtual Workshop**



# Visual Storytelling Virtual Workshop

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iSpeak™ prepared this workbook for use in the area of Training and Development for continuing education. It is intended that these materials will be used to assist students in the learning process during a workshop, after the workshop for review, and continued learning as a reference guide.

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## ACKNOWLEDGMENTS

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# VISUAL STORYTELLING

## Virtual Workshop

*“The single biggest problem with communication ... is the illusion that it has been accomplished.” - George Bernard Shaw*

Unfortunately when any of us hear that we will be attending a presentation and the presenter is planning on using a slide deck, we probably all cringe just a little bit. While we are hoping for the best, we have all seen too many business presentations where the visual aids include slide after slide of too much text. Then we tend to get what we all feared, a speaker who simply turns to the audience and reads the information to us.

A recipe for disaster is when your visual aid becomes the presentation. The odd truth is that every speaker who does just that is well aware that when they are in the audience, just like you, they do not want a speaker to show slides of text and just read to them. Since everyone seems to be aware that it is extremely ineffective, we have to ask the question, “Why do speakers still do it?” What we have found is that most speakers do just this because of time. They don’t have time to invest in better slides.

When properly prepared, visual aids can be a valuable asset to your presentation. They can liven up your presentation by making your ideas more understandable and more interesting, while adding to your overall credibility. A presentation with visual aids is more persuasive, as you can see from these studies below.

- Researchers at the University of Pennsylvania, Wharton School of Business found that presenters who used visual aids were rated by listeners as: better prepared, more professional, more persuasive, more credible and more interesting.
- Statistics from the University of Minnesota show that when a speaker stands up to give a presentation and uses visual aids, the audience is 43 percent more likely to be persuaded and will pay 26 percent more for a product or service.

## Visual Mistakes

*“Visuals should be used to enhance an audience’s understanding of a concept, not used as cue cards.” - William Kreiger*

We have all seen presentations that were ineffective or poorly delivered. What makes a presentation poor? It could be the content, the delivery, or the design of the slides (or any combination of the three). Focusing on the visual aids, how do presenters make it difficult for an audience? Think about the amount of information on a slide, the number of slides, or the method used by the speaker to deliver the content.

### Exercise: Visual Mistakes

In the space below, list the characteristics and attributes of a poor visual presentation.

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## Presentation Artifacts

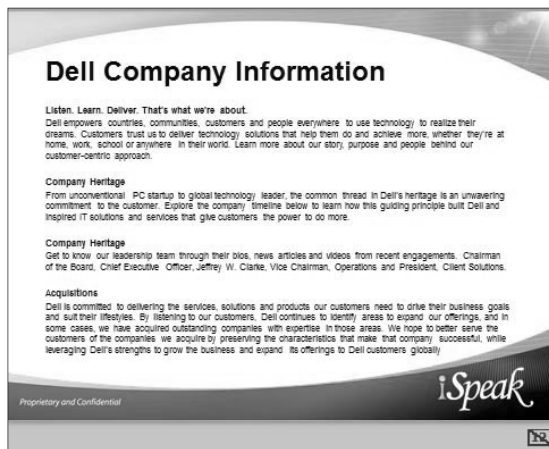
*“Slides are slides. Documents are documents. They aren’t the same. Attempts to merge them result in a Slideument.” - Garr Reynolds*

### Option 1: Document

Creating a document in a word processor is one of the most effective methods for creating a presentation artifact because of the very nature of the tool used to create it. Word processors give the ultimate flexibility to create reports and documents designed for personal reading. You could either share the DOC file or use Adobe Acrobat to create a PDF file.

### Option 2: Hidden Slide

Some people prefer to leave behind the presentation slide deck. The danger here is that presented slides become covered with text making the visual aids ineffective during the presentation. By placing all of the explanation text on a hidden slide, the presentation can be kept simple and clean, while the printed slides will contain all of the necessary explanations. Slides can be hidden by right-clicking and then selecting Hide Slide.



Hidden  
Slide

### Option 3: Speaker Notes

Another method for keeping slides simple but still incorporating detail in the presentation artifact is to use the Speaker Notes function. By placing all of the detailed text in the speaker notes window, you can keep the slides simple and clean, but later print the Speaker Notes from the **File / Print** menu on the menu bar. In printed form, speaker notes contain a picture of the slide at the top of the page and all of the detailed notes below.

#### Dell Company Information

**The story behind the solutions**  
Learn all about Dell's corporate initiatives and the innovation behind the technology through company insights and the voice of our customers.



#### Listen. Learn. Deliver. That's what we're about.

Dell empowers countries, communities, customers and people everywhere to use technology to realize their dreams. Customers trust us to deliver technology solutions that help them do and achieve more, whether they're at home, work, school or anywhere in their world. Learn more about our story, purpose and people behind our customer-centric approach.

#### Company Heritage

From unconventional PC startup to global technology leader, the common thread in Dell's heritage is an unwavering commitment to the customer. Explore the company timeline below to learn how this guiding principle built Dell and inspired IT solutions and services that give customers the power to do more.



#### Company Heritage

Get to know our leadership team through their bios, news articles and videos from recent engagements.

- Michael S. Dell  
Chairman of the Board,  
Chief Executive Officer
- Jeffrey W. Clarke  
Vice Chairman, Operations and President, Client Solutions



#### Listen. Learn. Deliver. That's what we're about.

Dell empowers countries, communities, customers and people everywhere to use technology to realize their dreams. Customers trust us to deliver technology solutions that help them do and achieve more, whether they're at home, work, school or anywhere in their world. Learn more about our story, purpose and people behind our customer-centric approach.

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- Michael S. Dell, Chairman of the Board, Chief Executive Officer
- Jeffrey W. Clarke, Vice Chairman, Operations and President, Client

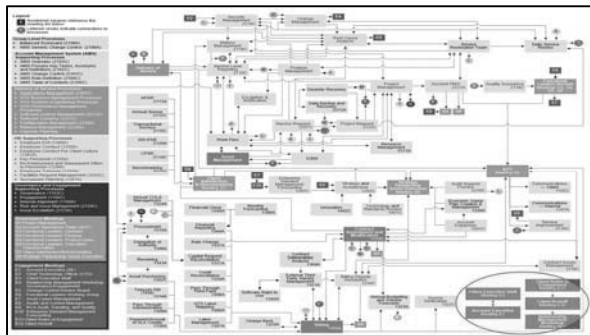
## Focus and Simplify

*“Simple can be harder than complex: You have to work hard to get your thinking clean to make it simple.” - Steve Jobs*

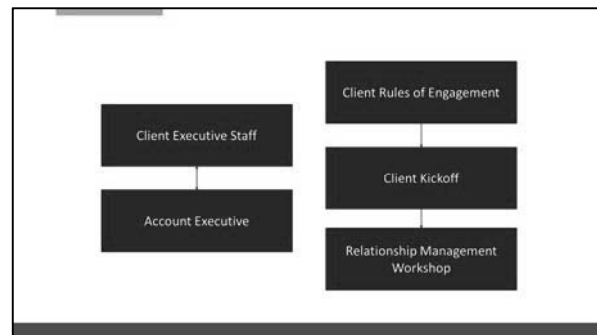
The first step in creating any visual aid should be this question, “What is the point I’m trying to make here?” Every slide or visual aid should clarify and support the point you are making in the storyboard of your presentation. In some cases, if your slide design includes a title for the slide, a well-designed title can clarify the point of the slide. Then the rest of the information on the slide supports title.

# WHAT'S THE POINT

It has been said, “There is elegance in simplicity.” To point your audience toward the one key point you want to make, the slides you create should not be cluttered with text or graphics that distract from the point. Think about the number of lights on the Las Vegas Strip. It is impossible to see just a single light bulb because the image is too cluttered with all the other lights. Slides with too much text or additional graphics are cluttered and distracting.



*Highlight an area of the slide*



*Then drill down to that specific area*



*Avoid showing all the data at once*



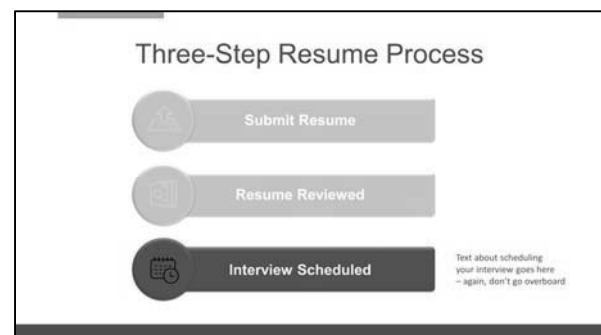
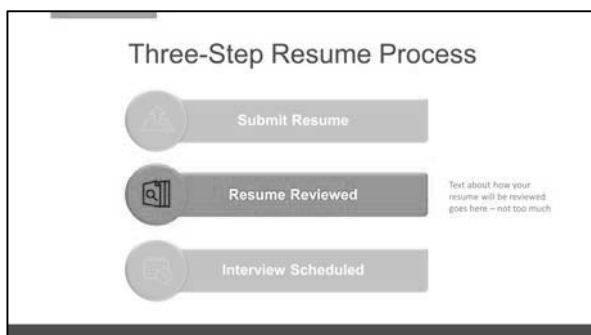
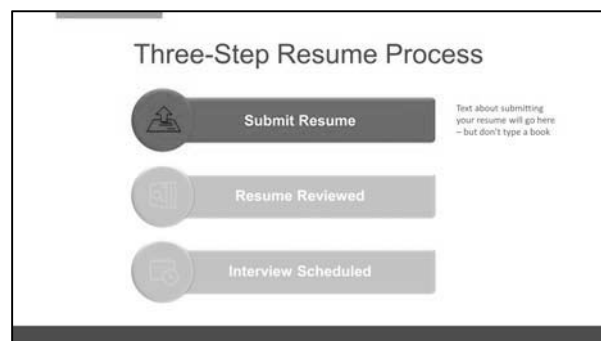
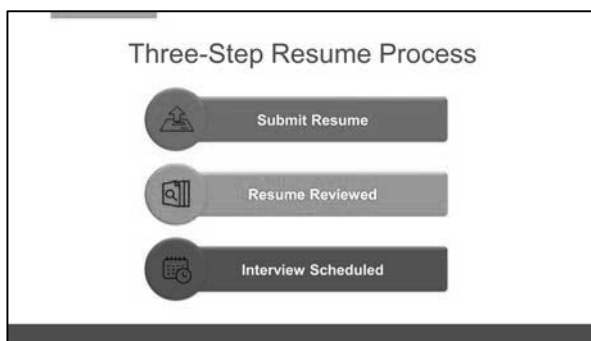
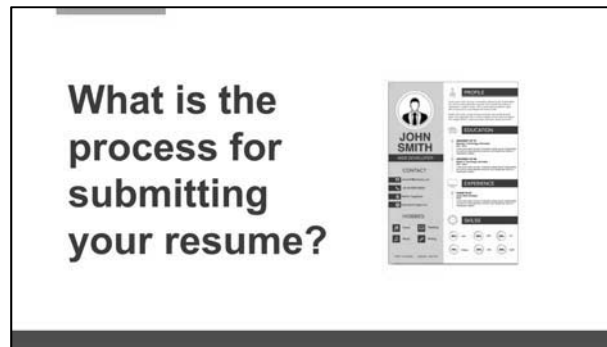
*Use transparent boxes to focus your audience*

## Number of Slides

*“Use the 10/20/30 Rule of PowerPoint. It’s quite simple: a presentation should have ten slides, last no more than twenty minutes, and contain no font smaller than thirty points.”*  
- Guy Kawasaki

This is a tough subject because it depends on many factors including overall time of the presentation, the audience, your delivery method, and slide design. We have all heard the phrase “Death by PowerPoint” (a business phenomenon caused by poor design and delivery of slides). It is estimated that every second 350 PowerPoint presentations are given; most are boring and incorporate the ‘show up and throw up approach’ with endless, wordy slides.

Some people blame the culture of their organization saying management wants all the information on the slides. Managers, attempting to reduce the reliance on PowerPoint, will limit the presenters to just three slides. The restriction usually backfires and the presenters shrink more content on the limited slides, making the problem even worse. Below is an example of a setup slide followed by four slides:





## Slide Titles

*"You've got seconds to grab your audience's attention and only minutes to keep it."- John Medina*

Each time you present a new slide, you must communicate your message in the first 8 seconds – or risk losing your audience. In the study, *Not Quite the Average: An Empirical Study of Web Use*, researchers determined that the average human span was only 8.25 seconds. The 8 second rule can also be valuable for both virtual and traditional presentations. Not only must you use design techniques that are interesting to view, you must carefully craft a title that will resonate with your target audience. If you can use your title to point to the problem that your content will solve for your audience, your odds of gaining and keeping attention will increase dramatically. Using the concept of an article headline, you can distill the essence of your message by summarizing it in only a few short words. The discipline of using the headline idea will help make the theme or main ideas stand out more boldly.

### Exercise: Create a Slide Title

In the space provided below, document the title for your slide and be prepared to share it with the class.

**Interest Rates**

\$20,000 car, with a 5-year loan

Poor Credit Rate:	10.5%	= \$25,792 total
Excellent Credit Rate:	5.25%	= \$22,782 total

Difference = \$3,010

**The money you save in interest could be used to go on a vacation.**

Examples given are hypothetical illustrations and not an indication of the benefits or features of any product or service. Sample costs and loans are for illustration purposes only and are not a rate quote, pre-approval, or commitment to lend.

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\$20,000 car, with a 5-year loan

Poor Credit:	10.5%	= \$25,792 total
Excellent Credit:	5.25%	= \$22,782 total

Difference = \$3,010

**The money you save in interest could be used to go on a vacation.**

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**Cash flow, Savings plan and Spending plan**

1. Analyze your cash flow - Should be a positive number
  - Inflows (Income) - Outflows (Expenses) = Net Cash Flow
2. Develop a saving and spending plan
  - live within your means
3. Set up an emergency fund - should be established prior to investing
  - 3-6 months of living expenses
4. Manage debt responsibly
  - check your credit report annually, pay off credit cards monthly
5. Debt ratio guidelines:
  - Total Debt to Income Ratio = < 36%
  - Consumer Debt Ratio = < 20%

*iSpeak*

1. Analyze your cash flow
2. Develop a saving and spending plan
3. Set up an emergency fund
4. Manage debt responsibly

*iSpeak*

## Exercise: Simplify a Slide

*"If you want people to understand better, then get that stuff off the screen. Clean it up because it is making it more difficult for people to understand what you are saying." - Tom Grimes*

### Exercise: Simplify a Slide

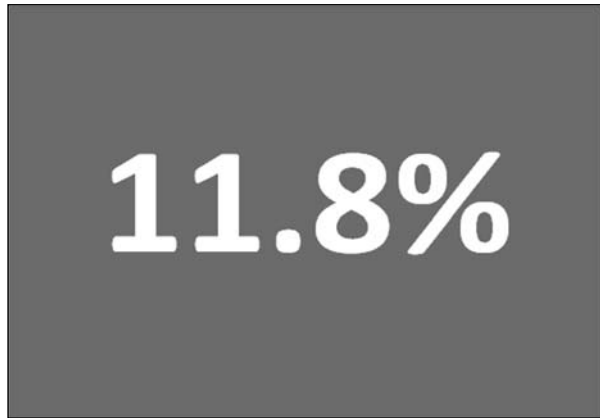
In the space provided below, sketch out simpler version of a real slide from a business presentation. Be sure to include a title that describes your point. Present both the before and after slide in class.

## Slide Design Strategies

*“If slides are done right, they don’t make any sense without the presentation.” - Michael Hyatt*

As much as visual aids can make you more credible, they can also quickly detract from your presentation. Studies show that if audience members think that visual aids are poor, their confidence in the speaker declines. In other words, you are better off using no visual aids than poor ones.

### Text on a Slide



### Graphics on a Slide



### Professional Images

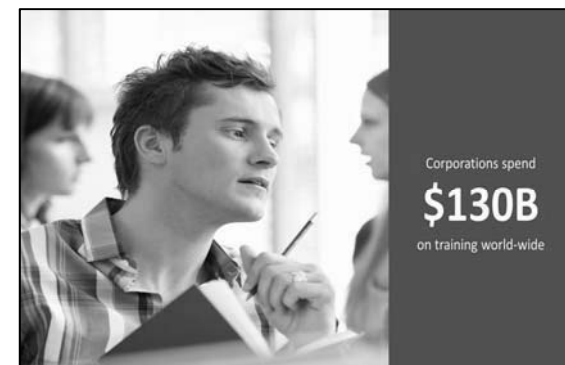
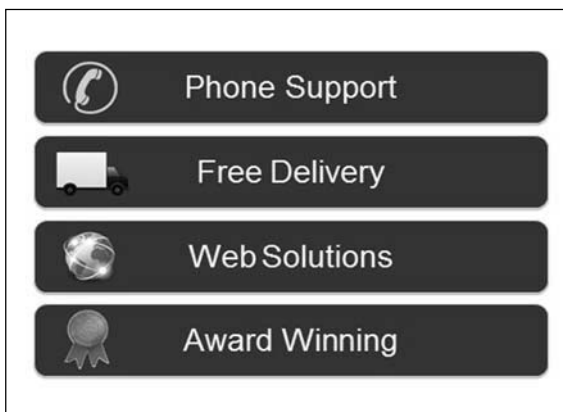
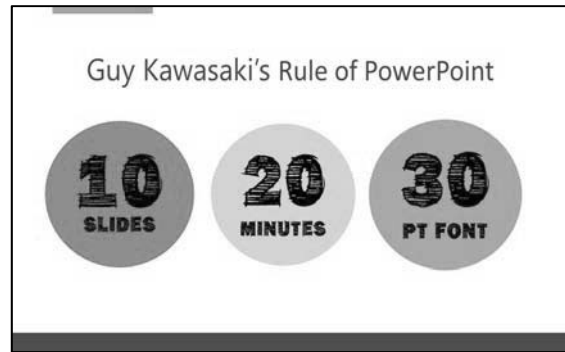
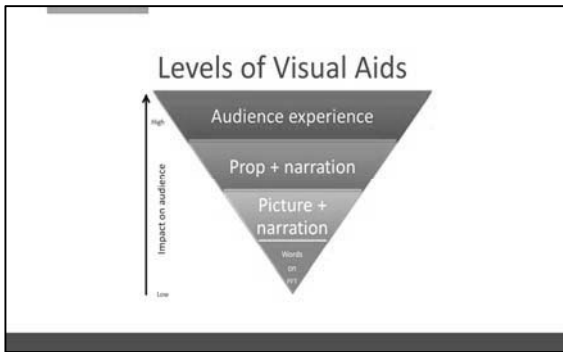
Professional photos and images can dramatically elevate a presentation’s memorability. There are lots of options for using graphics on your slides. Just because images are online does not mean that they are free. If you use the **Google Advanced Image Search** you can find images for usage rights that are free to use, share or modify, even commercially. The following are three options for graphics:

- Internal resources
- Purchase from website
- Google Images

gettyimages®

Google  
Image Search

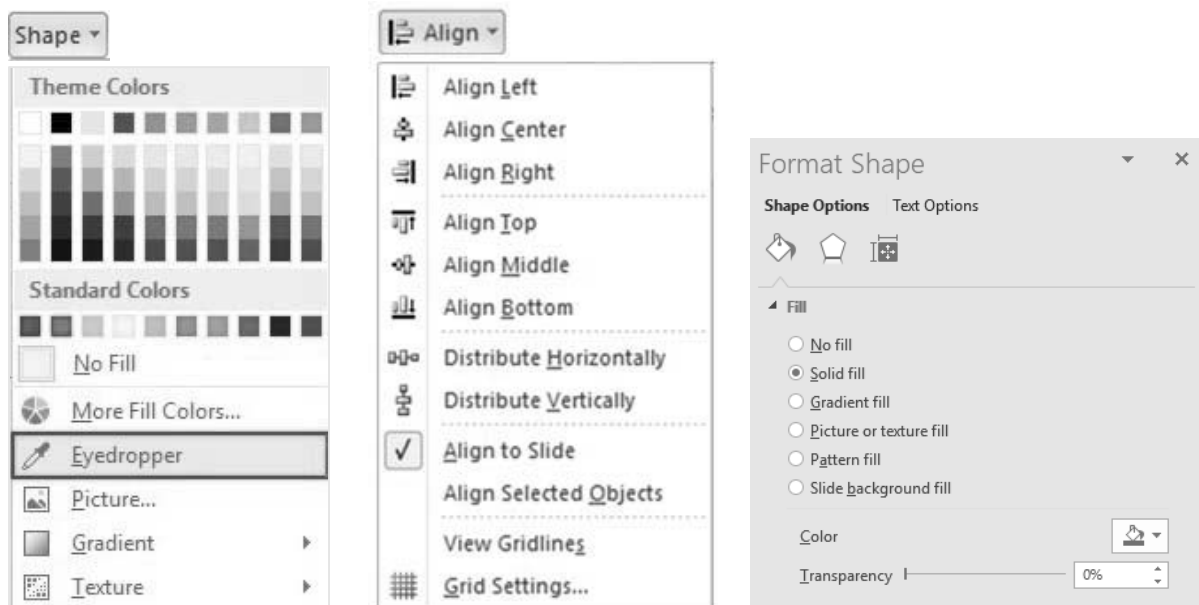
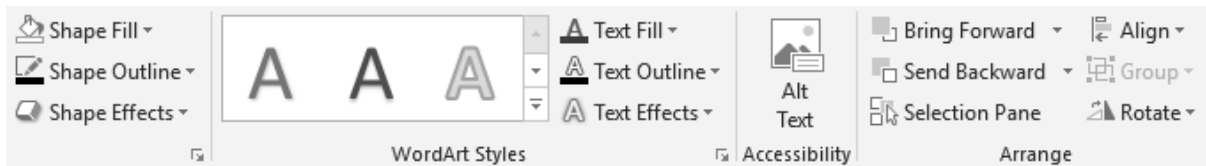
## Graphics with Text on a Slide



## PowerPoint Tips and Tricks

*“Don’t let your visual aids become the presentation. You are the presentation.” - Russ Peterson Jr.*

Presentations can be enhanced by using Microsoft PowerPoint® for slides, animations, transitions, sounds and video. After you have inserted an object or picture, you can modify it in multiple ways. After an object is selected, you can align it with other objects, align it with the slide, change the color, remove the background (by setting the transparency), rotate the object, or resize the object. You can right-click on the object or access the menu bar to format the object.

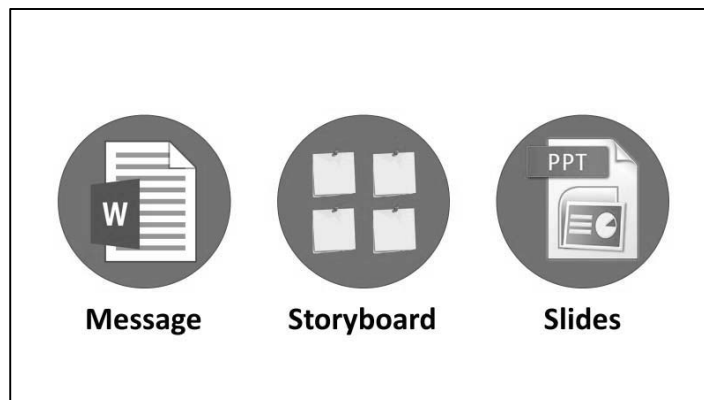
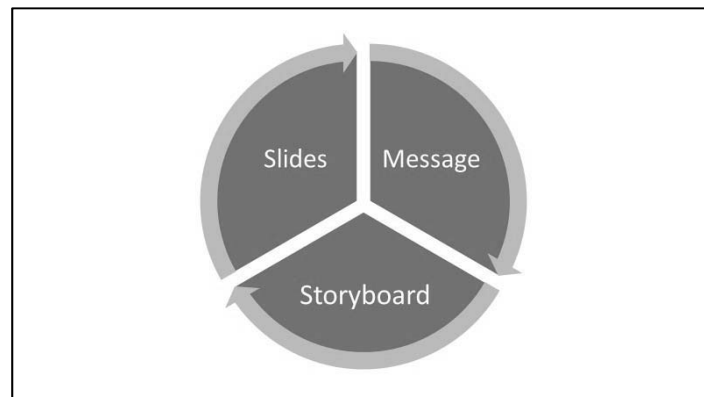
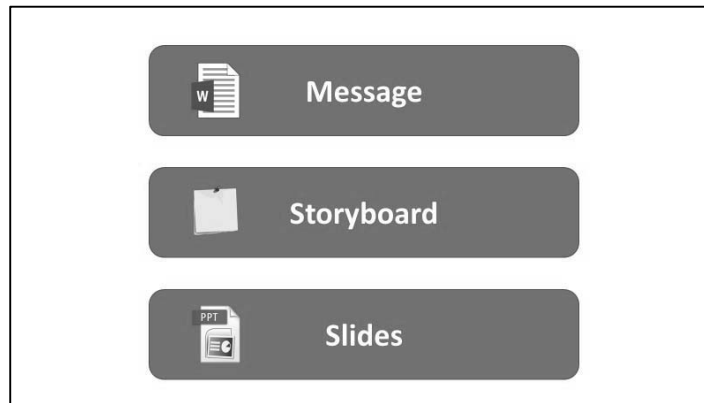


## Exercise: Practice Using PowerPoint Techniques

*"A visual aid is a simple thing, a picture that enters the eye." – Roy H. Williams*

Exercise: Create Three Slides

In PowerPoint, create the following three slides. Share the slides you create with your partner or group.



## Know Your Purpose and Audience

*“My best advice is to not start in PowerPoint. Presentation tools force you to think through information linearly, and you really need to start by thinking of the whole instead of the individual lines.” – Nancy Duarte*

Every effective presentation has a clear purpose. You should be able to identify who you will be speaking to, and specifically what your audience should understand at the conclusion of your presentation. It should be a concise statement that describes what you want from your audience.

### Presentation Purpose

Think of your presentation purpose as Point B on a map; your destination. If your intent is to move your audience from Point A to Point B, you need to identify the finish line. If you don't have a clear goal in mind for where you want to take the audience, you're less likely to hit your mark.

- **KNOW:** What do I want the audience to understand, believe, or think about the presentation?
- 

- **FEEL:** How do I want the audience to feel about this information? Inspired? Worried? Confident? How do I want them to feel about me? My company? My department?
- 

- **DO:** What action do I want the audience to take as a result of the presentation? What are the next steps I'd like the audience to take?
- 

### Audience Analysis

Now turn your attention to your audience and think about where they are today. Before you can give someone directions to a new destination, your first question would be, “Where are you right now?” Defining point A for your audience can be done in three simple questions.

- **WHO:** What are the demographics of your audience members?
- 

- **KNOW:** How much does the audience currently know about your subject?
- 

- **CARE:** How much does the audience care about your subject?
-

## Develop Your Message

*“Everything should be made as simple as possible, but not simpler.” - Albert Einstein*

The body of your presentation is where you present the data that supports your introduction. It is important that the body is well organized so that the audience can follow the progression of your ideas. You want to present the facts, backup information, arguments and other necessary information that will ultimately bring the audience to the intended goal of your presentation.

The biggest mistake we see from presenters is the speaker’s perceived need to overpopulate the body of the presentation. The assumption seems to be that if you provide a little bit of everything, there will be something for everyone. We call this the “show up and throw up” method of presenting. A well-structured presentation will be much more effective, making it memorable and thought-provoking.

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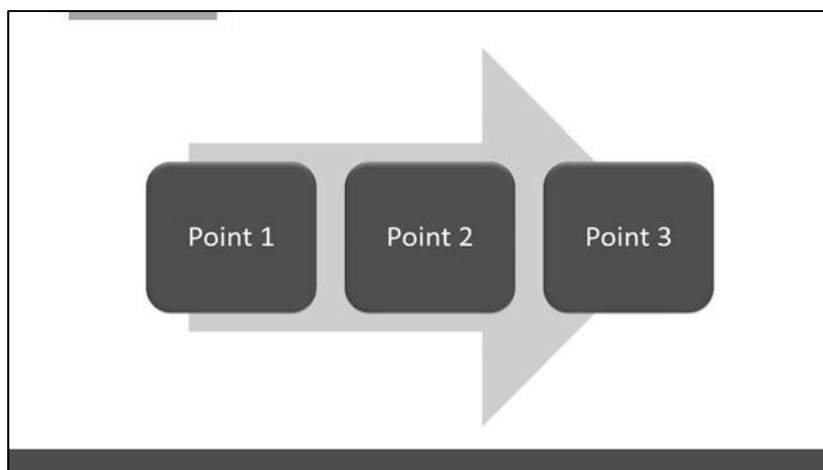
***Don’t tell people everything you know.  
Tell them what they need to know. - Jerry Weissman***

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### The Rule of Three

This format is very common among literary writers and essayists. It is a format that is also popular with speakers and presenters. It is based on the premise that as humans, we like to hear things in threes. One is not enough, two items always seems to beg the third, and four is too many to remember. Three just works. If you have more than three points, consider grouping your material into themes or related chunks of information. It is important that the body is well organized so that the audience can follow the progression of your ideas.

The “Rule of Three” is based on the fact that people tend to remember three things. Any more than three and retention suffers. By focusing your message on three significant points you will help guide your audience to remember and retain the main purpose of your presentation. Aristotle introduced this concept in 350 B.C. when he referred to “three forms of proof” in *Rhetoric*.





## Storyboarding

*“The storyboard’s primary value is that it forces you to have a reason for, and a consistent approach to, everything you do.” - David Becker*

After documenting your outline or thoughts on the content of your message, you will move to the next step in the process, which is called storyboarding. This method serves as a bridge, taking you from content outline to visual story with slides. The storyboard is a working layout that provides an aerial view of your entire message, flowing from the beginning to the end.

While a storyboard can be created on a pad of paper or even in the Slide Sorter view, one of the most effective methods for creating a storyboard is to use a pad of sticky notes. Once the storyboard is completed, you can use it as a blueprint for creating your slide deck on the computer.

### Step One: Create your columns

Each column on your storyboard represents one of the key elements of your presentation. For example, if you have a presentation with three key (categories - elements - phases - steps), you would create five columns from left to right, each labeled as Opening, Category 1, Category 2, Category 3, Close. Draw the number of columns you need on the whiteboard.

### Step Two: Document your supporting points

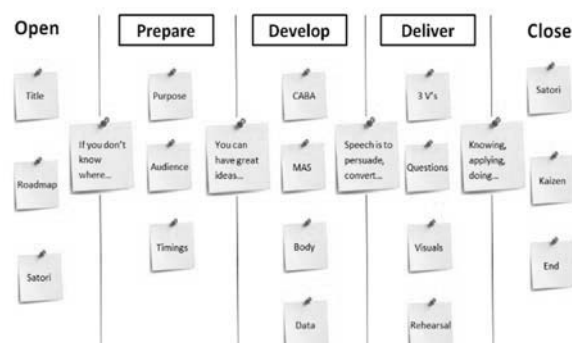
Next, using your written outline, write each key point from the first category on a separate sticky note. Then, place each sticky note in the first column you drew on the whiteboard. After that, proceed to the next column and write each key point on a separate sticky note. This process continues until you have transposed your entire outline of key points to the columns on the whiteboard.

### Step Three: Document your transitions

One step commonly overlooked by even the best of presenters is creating the transitions. Transitions help create flow by connecting one major thought to another. By writing your transitions on a sticky note for placement between the columns, you will not forget!

### Step Four: Arrange the content for flow

You can now walk through the presentation and follow the topics as if you are a member of the audience. As the presentation progresses from one area to the next, pay close attention to the logical flow of the message. Think about the timing of the questions that may arise in your audience's minds. Then, using the mobility of the sticky notes, move the topics (sticky notes) around the board, as needed, to create the most logical flow.



## Exercise: Storyboard and Design your Slides

*“If all you want to do is create a file of facts and figures, then cancel the meeting and send in a report.” – Seth Godin*

### Exercise: Storyboard and Design your Slides

In the spaces provided, sketch out slides you could use in an upcoming presentation.

What is the situation?

---

---

What point are you trying to make?

---

---



## Visual Storytelling Virtual Workshop Summary

*“Practice does not make perfect. Only perfect practice makes perfect.” - Vince Lombardi*

A presentation is an opportunity to deliver your message with emphasis, incorporating good vocals, body language, structure, flow, and a story – all with good visual aids. If none of these characteristics mattered, you would email a document with your findings or post them on a website. You cannot consistently accomplish this simply by designing a good slide deck. Design your slides last – start by gathering information about the audience.

It is estimated that every second 350 PowerPoint presentations are given; most are boring and incorporate the ‘show up and throw up approach’ with endless, wordy slides. Some people blame the culture of their organization saying management wants all the information on the slides. Some people don’t know the difference between Microsoft PowerPoint and Microsoft Word. Slides are slides. Documents are documents. They aren’t the same. Garr Reynolds, author and internationally acclaimed communications expert, calls the attempt to merge the two a ‘Slideument’.

### In this workshop we learned the following:

- Properly prepared visual aids can liven up your presentation by making your ideas more understandable, more interesting, while adding to your overall credibility.
- Research conducted by iSpeak identifies the top reasons audiences find a presentation poor: 1) Speaker is unprepared, 2) Speaker is not engaging, and 3) Speaker uses poor visual aids.
- Visual aids can make you more credible, but they can also quickly detract from your presentation. Studies show that if audience members think that visual aids are poor, their confidence in the speaker declines. In other words, you are better off using no visual aids than poor ones.
- Identifying the objective of your presentation early in the preparation process will help to focus your presentation development on applicable information that applies to why you are speaking in the first place.
- An audience analysis will ensure that you give the right presentation to the audience and will help you adapt your message so that your listeners will respond in a manner of your choosing.
- The first step in creating any visual aid should be this question, “What is the point I’m trying to make here?” Every slide or visual aid should clarify and support the point you are making in your presentation.
- Use the concept of an article headline when creating the title of a slide. The discipline of using the headline idea will help make the theme or main idea of a slide stand out more boldly.
- How many slides should you use in a presentation because it depends on many factors including overall time of the presentation, the audience, the topic, your delivery method, and slide design.

The slide design strategy in PowerPoint slides starts with text on a slide, graphics on slide, or a combination of pictures and text.



## Implement to Improve

*“Knowing is not enough; we must apply. Willing is not enough; we must do.” - Johann Goethe*

**I**n business, to be a successful, you must have a plan. This iSpeak course has provided you with the *information* and the *inspiration* to improve yourself towards personal success. The final two steps are up to you. You must *implement* what you have learned and that will lead to *improvement*.

While the implementation phase can be the most trying, it is also the most significant. Without implementing the new knowledge and skills that you have gained, improvement will be impossible. To assist you in the transition from classroom to real world experience, iSpeak offers this section to record how you will implement what you have learned in this course.



## iSpeak After the Class

*“We shall neither fail nor falter; we shall not weaken or tire... give us the tools and we will finish the job.” - Winston Churchill*



### iSpeak University

At iSpeak University we are always adding videos, downloads and tools for you! iSpeak developers continually enhance our curriculum with modern tools and job aids. As the tools and videos are created, they are added to the iSpeak University site. If you want a refresher on any of the iSpeak content, you will find it available at iSpeak University!

<http://www.ispeak.com/ispeak-university>



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<http://www.facebook.com/iSpeakInc>



### iSpeak on Twitter

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<http://twitter.com/iSpeakinc>



### iSpeak Instructor Blog

Our content experts not only deliver in the classroom, they also document their research and insights on our iSpeak Blog. Be a part of the conversation and post your comments and replies to our instructors!

<http://www.ispeak.com/news.asp>



### iSpeak YouTube Channel

Informative videos (and some just for fun!) of our instructors are placed on our YouTube channel. You can view a sample of some of our instructors to get a feel for the energy they bring to the classroom. Each of our instructors has a unique style they love to share with the students.

<http://www.youtube.com/ispeakdotcom>

## Recommended Reading List

*“What we become depends on what we read after all of the professors have finished with us. The greatest university of all is a collection of books.” – Thomas Carlyle*

*You’ve got to be Believed to be Heard*, Bert Decker, St. Martin’s Press, 1992

*Presentation Zen: Simple Ideas on Presentation Design and Delivery*, Garr Reynolds, New-Riders, 2008

*Secrets of Successful Speakers: How you can Motivate, Captivate & Persuade*, Lilly Walters, McGraw-Hill, 1993

*Corporate Ovations: Your Roadmap To More Effective Presentations*, Russ Peterson Jr. and Kevin Karschnik, Discovery Tree Press, 2013

*Speaking Secrets of the Masters*, Speakers Roundtable, Executive Books/Life Management, 1995

*The Articulate Executive*, Granville Toogood, McGraw-Hill, 1996

*Success Secrets of the Motivational Superstars*, Michael Jeffreys, Prima, 1996

*Everyone Communicates, Few Connect*, John C. Maxwell, Thomas Nelson, 2010

*Made to Stick: Why Some Ideas Survive and Others Die*, Chip Heath and Dan Heath, Random House, 2007

*Communicating for a Change: 7 Keys to Irresistible Communication*, Andy Stanley and Lane Jones Multnomah, 2006

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### The iSpeak Presentation Planner

- Presentation Purpose
- Audience Analysis
- Opening and Close
- Developing Key Points
- Delivery Techniques



*QR code link to the  
Presentation Planner PDF file*

[www.iSpeak.com/wp-content/uploads/Corporate-Ovations-Presentation-Planner-20140825.pdf](http://www.iSpeak.com/wp-content/uploads/Corporate-Ovations-Presentation-Planner-20140825.pdf)

## iSpeak Webinars and Workshops

*“The instructor’s depth of knowledge and experience went far beyond what this course was about, which added a richness of experience and many more tips and advice that flowed easily and was extremely useful. I like that it was easy to mix levels of experience and everyone learns!” - Mark Bakke, Dell*



Presentation skills for today’s business professionals need to be customized to the individuals and their role. Our webinars and workshops are designed and delivered for maximum impact and behavioral change. iSpeak provides communication and presentation skills training for business professionals. Whether you are an executive casting a vision for your department, an engineer communicating a project update for your team, or a sales professional communicating to potential customers, iSpeak can help you prepare, develop and deliver that message.

### 1-Hour Webinars

#### Professional Presence

Learn to communicate and present more effectively with your words, voice, and body language.

#### Visual Aids

Create simple and effective visual aids, learn storyboarding, and apply proven design elements.

#### Corporate Storytelling

Apply storytelling to business presentations, learn the elements of a story, and how to deliver a story.

#### Presentation Preparation

Learn a process to prepare for your next presentation or conversation and how to open with power.

#### Presentation Structure

Avoid the lull in presentations, organize your message, support your points, and close with confidence.

#### Spontaneous Presentations

Learn how to think on your feet, how respond to questions, and how to defuse assertive questions.

### 8-Hour Workshops

CORPORATE  
**OVATIONS**

VISUAL  
**STORYTELLING**

MESSAGE  
**BUILDER**

SPONTANEOUS  
**PRESENTATIONS**