



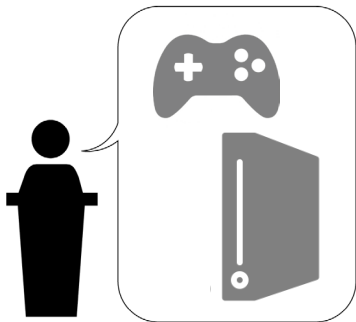
Write It Well

Winning ideas: Presentation skills and leadership

As soon as employees have an ounce of seniority, they need to persuade organizational stakeholders to approve budgets, head counts, and a host of other factors. Yet it's not easy to deliver persuasive presentations. Data-heavy slides, buried main points, and wooden gestures can undermine even very dedicated employees.

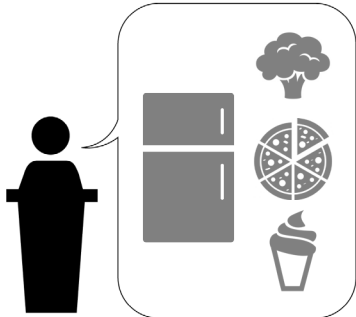
Many new managers forget that listeners can be dying to get back to other tasks in a busy day. A combination of presentation planning and sifting material for relevance is usually necessary to capture and hold coworkers' attention in meetings. The good news is that almost any manager can learn or improve both skills.

A multinational R&D company and video game developer approached Write It Well after diagnosing poor presentation skills as a serious organizational weakness. Our clients tell us that uneven presenting skills plague senior directors and project managers alike, across industries that are utterly different from one another.



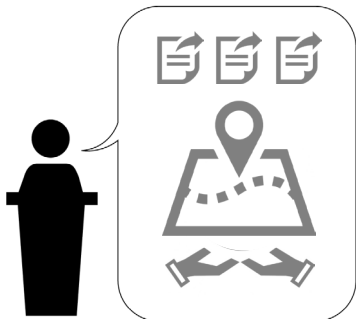
“After this training, our future leaders increased their chances of getting innovative projects approved.”

**— Beverly Fuentes,
County of Alameda**



A transnational food and beverage company put our presentation skills workshop on the calendar four years ago and has never taken it off. “We cut a lot of programs, but never this one,” a company L&D manager says. An L&D manager at a technology company says, “We put Write It Well’s presentation skills workshop on the calendar and it was full in five minutes. That says something about the demand.”

Customization is essential for a successful workshop. We assign prework so participants come prepared with job-relevant tasks, and we adjust timing and content based on duration, group size, and business culture.



“We gathered our future leaders for this training, and it was just what they needed,” says Beverly Fuentes of the County of Alameda. “They practiced an actual proposal: board presentations to gain funding for innovation projects with broad potential impact to help county residents.”

“They acquired the skills they needed to develop effective slides and use engaging body language, eye contact, and gestures. Increasing these skills increased their confidence. These future leaders also boosted their chances to gain approval for vital projects,” Fuentes said, “and that’s good news for everyone in our county.”

Write It Well has offered consulting, training, coaching, and document-support services for over 35 years. All our services help clients save time and improve results through stronger communication skills.