



## Advanced Presentation Skills for Senior Executives



## WHY

Against a backdrop of increasing optimism in the financial markets, senior executives find themselves with reasons to engage with key stakeholders. After several years of reticence, heads are once again appearing above the parapet. Spokespeople have an opportunity to gain maximum benefit from positive news and to minimise the potential damage from difficult news - but only if they are accomplished communicators.

## WHO

Mid to senior level executives who want to develop advanced content and performance techniques. Those who need to more effectively 'reach' 21st century audiences (increasingly sophisticated and demanding of speakers but with an ever decreasing attention span - eight seconds according to Microsoft study, spring 2015). Anyone who's fallen into bad habits or who fears they have become complacent about their presenting style.

## WHAT

- Bespoke training, tailored to your objectives and built around your strengths and weaknesses - one-to-one or small group sessions (maximum 3 people)
- Hands-on, interactive training centred on realistic exercises (filmed and reviewed)
- All courses delivered entirely by Jayne Constantinis
- Course content includes:
  - Analysing your audience for maximum engagement
  - Structuring a presentation for clarity and impact
  - Using contrast and variety to effectively choreograph content
  - Bringing dry material to life and making it memorable
  - Crafting nuanced messages and communicating them with subtlety and elegance
  - Defusing hostile audiences, creating rapport with others
  - Handling difficult questions, maintaining control.

## OUTCOMES

- Immediate results, tangible improvements in the training room
- Strategies for ongoing development
- Heightened confidence
- Opportunity to enhance your company's brand and build your own reputation.



## **LOGISTICS AND STYLE**

The training is tailored to your requirements and availability. A typical programme involves an initial session of 3-4 hours to cover fundamental performance and content issues, followed by one or two (dress) rehearsal sessions of 2-3 hours. Sessions can be held at your premises or at another central London location.

Also included is a 6 month programme of post-training support, to encourage on-going engagement and improvement. This involves email communication to check on progress; support for subsequent speaking opportunities; sharing examples (articles, clips) of good/bad practice.

Jayne's style is highly practical. No theoretical management babble here. The atmosphere in the training room is constructive, creative and supportive.

## **TRAINER**

Jayne Constantinis's unique style of training draws on 25 years working as a live BBC TV voice over, broadcast/corporate presenter and writer. Her BBC TV series on Mexico was nominated for a BAFTA; voice-over credits include Sony and Channel 4 and she has written for Condé Nast Traveller and Good Housekeeping. She learned journalism at the LCP, has an acting diploma from the Royal Academy of Music and a Modern Languages degree from Cambridge. She started her working life in financial PR and at one of the world's leading branding agencies - Wolff Olins. Jayne has worked with many senior executives, across a variety of sectors, preparing them for presentations, interviews, select committees and TV appearances.

## **TESTIMONIAL**

"Thank you for the fantastic training yesterday. I feel that I can significantly improve my communication style and technique as a consequence."

MD, global IT systems company.