

**Length: 2 days**

## WORKSHOP PURPOSE:

The purpose of 'Powerful Presentations', for Defence Industry SME's, is to enhance presentation skills to better enable you to promote your products and capabilities with the customer's challenges in mind, for the ultimate purpose of securing Defence business locally, nationally and internationally.

## WHO SHOULD ATTEND:

Managers, business development managers and anyone with a customer facing role who has opportunities to showcase company products and capabilities.

*"The skills that helped you to become successful are not the skills that will help you stay in business. Many technically savvy business owners have failed in business despite being brilliant at what they do."*

## WHAT YOU WILL LEARN

When you get the opportunity to promote your products and capabilities to Defence Primes or direct defence departments, you will know how to leave a lasting impression on them, increasing your chances of progressing to the next stage in the selling process.

By attending Powerful Presentations for Defence industry SME's you will learn how to;

- Capture the attention of your audience, whether they are direct Defence or Primes, by **thoroughly researching and analysing their requirements.**
- Define the **purpose** of your presentation and keep the presentation focused throughout.
- Use persuasive **reference material** to support key points and avoid dull PowerPoint presentations.

- Keep the interest of the audience by designing a **logical, structured and persuasive presentation.**
- Demonstrate how to meet customer requirements or overcome their problems by developing a **Quad Chart** to be included in the presentation and marketing materials.
- Deliver your presentation confidently, naturally and convincingly by developing your **professional presence.**
- Develop an **elevator pitch** to create interest in your products/ capabilities for use at trade shows, trade missions and networking functions.

## DELIVERY FORMAT

- Your presentation will be recorded at the start of day one and the end of day two.
- Specific Defence industry examples, role plays and exercises will give you practical opportunities to apply the concepts.
- Written critique of your skills by an experienced facilitator.
- Buddy system to allow you to network and practice your skills after the program.

## YOU'RE COMMITMENT

You will be required to deliver a 5-10 minute presentation on Day One and then redesign the presentation that evening. Be prepared to deliver your revised presentation on the afternoon of day Two.

**Only 10 people per workshop – Book early!**



## DATES & VENUES:

**Adelaide: 5-6 March 2012**

Technology Park, Mawson Lakes Blvd, Mawson Lakes

**Melbourne: 8-9 March 2012**

Monash University, Level 7, 30 Collins Street, Melbourne

**Sydney: 4-5 April 2012**

The Castlereagh, 169 Castlereagh St, Sydney

**Perth: 2-3 April 2012**

Technology Park Function Centre, 2 Brodie Hall Drive, Bentley

**Brisbane: 23-24 April 2012**

Axicom College, 299 Coronation Drive Brisbane

# About your Facilitator

## Kristyn Haywood

“KRISTYN, I REALLY APPRECIATE WHAT YOU ARE DOING AND THE EXQUISITE SKILLS THAT YOU BRING TO YOUR CRAFT. REALLY EXCELLENT!

ANDRIA WYMAN-CLARKE—VICE PRESIDENT OF HUMAN RESOURCES, THALES AUSTRALIA

Your facilitator, and designer of this program, Kristyn Haywood is the founder and Principal Consultant of 'People for Success', a reputable corporate education and consultancy firm. Kristyn is a passionate educator with a track record of enabling her learners to build their confidence, expand their comfort zones and convert their potential. Kristyn encourages excellence and is rarely disappointed.



Kristyn has successfully educated hundreds of managers on presentation skills, leadership, customer service and emotional intelligence. She has coached CEO's, executives and leaders on how to perfect their presentation skills. Her clients include BHP, Downer, Local Government, Thales Australia, Amnesty International, Sabre Pacific, Datacom and many other companies.

If there is one word to describe Kristyn's style of facilitation it would be “**transformational**”. Kristyn's experience as an educator and communication expert spans 16 years. Ten of those years she delivered outstanding results as a human resources professional. Over the past six years Kristyn has designed and delivered hundreds of transformational communication programs

Kristyn is a sought after key note speaker who has delivered many motivational presentations on a wide range of topics including presenting professionally, leadership, innovation in human resources, goal setting and emotional intelligence.

Apart from being an accredited trainer, Kristyn's qualifications include a Master of Business in Employment Relations, Advanced Diploma in Human Resources Management, two levels of accreditation for administrating and facilitating the Myers Briggs Type Indicator. More recently Kristyn joined a league of prestigious consultants as an accredited facilitator of Edward deBono's Six Thinking Hats. Kristyn is also an accredited administrator and facilitator of the EQi-2 Emotional Intelligence Indicator, Advanced D.I.S.C. and "Brian Mayne's Goal Mapping" (London).

*“Powerful Presentations skills training is a truly professional course that kept my attention throughout. I now have tools I can use for a lifetime.”*

*Justin Murphy, Sales & Marketing Manager  
SCHOTT Australia & New Zealand Pty Ltd*

## Detailed Course Outline - Day One

- Participants will deliver a 5-10 minute presentation to a prospective prime or defence industry personnel that they have pre-prepared. PFS will provide a full briefing before the course on what is required to be presented. The presentation will be video recorded, critiqued using an evaluation checklist and the participant will receive a personal DVD to be self assessed in the evening.

The rest of day one will deliver these learning outcomes:-

- Capture the attention of the audience, whether they are direct Defence or Primes, by thoroughly researching and analysing requirements.

### Topics:

- Exploration of the specific needs of Primes and Direct Defence.
- Identify key members of the audience and their influence on the topic;
- Set the presentation at a level appropriate for the audience;
- Consider audience attitudes in planning your approach;
- Identify benefits your proposal will offer the audience.

- Define the purpose of their presentation and keep the presentation focused throughout.

### Topics:

- Avoid confusing your audience and delivering an inappropriate presentation;
- Define your purpose in terms of what you want the audience to think, feel and do as a result of your presentation;
- Organise your presentation to achieve its intended purpose.

- Use persuasive reference material to support key points and avoid dull PowerPoint presentations.

### Topics:

- Explore the use of stories, analogies, statistics, references, awards, quotations, news items and personal experiences to support your presentation.
- Deliver your reference material in a persuasive way that avoids MEGO ("My Eyes Glaze Over")
- Create great, punchy visuals that attract the eyes, ears and attention of the audience.

- Keep the interest of the audience by designing a logical, structured and persuasive presentation.

### Topics:

- Design a presentation using a simple and effective presentation template that includes a punchy introduction, agenda, body, summary and recommendations.
- Boil down dozens of ideas into three key points to keep the audience engaged.
- Establish rapport, catch attention and stick to the time frame.

## Detailed Course Outline – Day Two

- Develop an elevator pitch to create interest in products/capabilities for use at trade shows, trade missions and networking functions.

### Topics:

- When asked “what do you do?”, make sure the audience understands what you are talking about and what’s in it for them.
- Use the nine design factors that make up an excellent elevator pitch to spark interest in your products or capabilities.

- Quickly capture the interest of Primes and members of the Direct Defence industry by developing a Quad Chart to show how you will meet their requirements or overcome their problems.

### Topics:

- Design a one page Quad Chart describing your Product/Capabilities, Discriminators, Key Customers/Partners, Quality Standards/Contacts as outlined on Australia’s Defence Export Unit’s (DEU) website.
- Present your Quad Chart to the group and receive real-time critiquing on its effectiveness.

- Deliver the presentation confidently, naturally and convincingly by developing professional presence.

### Topics:

- Dress appropriately, to enhance, not detract.
- Get physically and mentally ready.
- Talk, don’t read, except where required.
- Don’t let visuals displace you.
- Let your natural body language operate in all its forms (eyes, smile, posture, and gestures).
- Use your voice to focus, punch up, and dramatise. Avoid monotone.
- Speak so others can understand you and don’t be distracted by your nervous mannerisms.
- Keep an eye on the clock and your plan.
- Stay flexible. Gauge responses, Shift gears, cut material, or open discussion.
- Have your closing down pat and don’t short change it.
- Use professional, effective language that is non-distracting

- Participants will spend time rewriting and practicing their presentations with a fellow participant that they have been buddied with. This is also the participant they will meet up with after the training program.

- Participants will deliver a revised version of their presentation from day one, incorporating their new skills and knowledge. The presentation will be video recorded, critiqued using an evaluation checklist and the participant will receive a personal DVD.

- Powerful Presentations will conclude with a summary of learnings, a discussion around how the buddying system will work and the next steps with their presentation skills development plans.