

Make It Stick

Make and give more than
just presentations



Make it stick is a two-day training that goes beyond the traditional presentation skills trainings.

WHO SHOULD ATTEND?

Make it Stick is a key personal development business skill to develop. It is beneficial to anyone who must deliver a presentation for critical key customers, investors, board members and so on. It is intended for students, businesspeople, sales executives, top managers, and public speakers who want to deliver a message and make it memorable for the audience.

OFFERED SKILLS

After this course you will be able to set-up a powerful, comprehensive, memorable and dynamic presentation, allowing you to drive your point and convince your audience about your point of view.

Contact us for more information about cost, training dates and locations.

More details:
www.prisma58.be

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Full course syllabus on the back →

Course syllabus

PT 1 – IT'S ALL ABOUT PASSION

Electrify your audience by feeling an intense, meaningful connection to the content of your presentation. Customers easily distinguish genuine passion from faking – because investors, customers, and stakeholders are smart.

PT 2 – BEWARE OF THE DEVILS

Your logic does not always translate into the listeners logic. That's why when listeners give feedback, they are very often 'besides' the topic or have wrongly understood your words.

PT 3 – BEAT THE DEVILS THROUGH STORY TELLING

Stories stimulate and engage the human brain. They help to connect with the audience and make it much more likely the audience will agree with the speakers' point of view. Storytelling also works in the purest of business environments.

PT 4 – AS IF YOU TALK TO A FRIEND

Deliver the presentation as comfortably as having a conversation with a friend. Take care of your word rate and manage your stress level. Let your body speak: use gestures in the power sphere.

PT 5 – EAGER TO KNOW NEW THINGS

Reveal information that is completely new to your audience, packaged differently, or offers a fresh and novel way to solve an old problem.

PT 6 – MORE DOPAMINE AHEAD

Deliver a shocking, impressive, or surprising moment. Make it moving and memorable: grab listeners' attention and make them remember it.

PT 7 – LET THEM SMILE

The human brain loves novelty and humor. Combine humor and novelty and turn your presentation into gold.

PT 8 – DRIVE YOUR POINT IN <20 MINUTES

Cognitive processes – thinking, speaking and listening – are physically demanding activities. Listening as an audience member is more draining than we give credit for.

PT 9 – EXPLORE ALL SENSES

Deliver presentations with components that touch more than one of the senses: sight, sound, touch, taste & smell. Our brains crave multisensory experiences.

PT 10 – AUTHENTIC, OPEN, AND TRANSPARENT

If you're trying to be something or someone you're not, you'll fail to gain the trust of your audience.