

Presentation Classes

Superior presentation skills are paramount in business communication. Our presentation classes encompass a range of skills: learning to use PowerPoint; becoming proficient in designing slides; and three classes for developing your presentation style.

Our classes are hands-on; your practice presentations are audio and video recorded so you can review your verbal skills as well as your presentation skills.

**One and two days of classroom instruction,
practice, and individualized learning.**

One year of direct support.



YOU ARE INVITED TO LEARN: Become a poised, engaging presenter who connects with your audience and influences them to act as planned.

THE SOLARI CLASSROOM

WHAT SETS SOLARI APART

In a respectful learning environment, we seek to create a calm atmosphere that fosters personal innovation and learning.

Outcomes Focus on Your Specific Goals

We apply adult-learning principles, deliver effective content, and engage your experiences and knowledge in an independent learning environment. Practical, relevant, organized, and clearly defined classes enable you to achieve your professional goals and those of your company.

Your Responses to an Enrollment Questionnaire Customize Your Class

Before class, every participant completes an enrollment questionnaire about your specific needs and expertise, and your work environment. Your detailed responses enable us to tailor the class to meet your specific goals.

Class Materials Relate Directly to Your Work

When presenting the class's concepts and skills, we connect them directly to your current and foreseeable future needs. That way, after the class, you can immediately apply your new skills where it matters most—to complete real-life tasks and solve real-life problems.

Follow-up Consultation and Reinforcement on Your Progress

Transferring your new skills to a work-related project reinforces learning and leads to new discoveries. Work on a project that best suits your needs. We identify successes, analyze problems, answer questions, assess progress, and discuss ways to improve.

Your Solari Instructor is a Certified, Experienced Teacher

The best information in the world is of limited value if it can't be effectively taught. Your Solari instructor—Rich Maggiani—is a certified teacher, experienced in the classroom, and trained in the fine art of teaching adults. After all, it's about your learning.

WHO SHOULD ATTEND

All business professionals—executives, managers, professionals, sales & marketing, and technical personnel—whose communication skills are vital to their jobs, and to their success.

SOLARI PRESENTATION CLASSES

PowerPoint Basics & Beyond

The backdrop for most presentations are your PowerPoint slides. Yet, like most of us, you learned to create slides through the hunt and click method. Instead, start from the beginning to build your presentation slides. Topics include how to create the four kinds of master slides; implement slide design, layout, color scheme, and backgrounds; and much more. Next, learn to use the many tools for perfecting the presentation of your slides. This class enables you to become proficient with this essential slide-creation tool.

Designing Presentation Slides

Research clearly shows that bullet-point slides do not impart meaningful information and can even be detrimental. There are other methods. The class presents strategies for creating slides that are informative, clear, concise, and targeted to the needs of your audience. Topics include how to write informative headlines; integrate text and graphics for better comprehension; use animation and sequencing to best present dense information; and create meaningful handouts. Learn to craft a message that resonates, then design slides that communicate with clarity.

Presenting with Poise

Convey your message to your audience, clearly, succinctly, and effectively. Learn to move through the three phases of speaker transitions so that you can focus on the most important aspect of any presentation: engaging your audience and giving them the information they need. Learn how to define and deliver the main idea that most benefits your audience through a smooth flow of information. Deliver presentations that people leave fulfilled. Presenting with poise engages your audience and leads directly to success.

Introductory Presentation Skills

This class presents the foundational skills and techniques for making presentations. The course provides a systematized method for planning, organizing, creating, preparing, practicing, and giving audience-centered presentations that achieve action-oriented results. A comprehensive set of topics are taught. Your practice presentations are recorded to assess your verbal skills, and also recorded on video to assess your presentation style and skill. If you are a bit unsure about your presentation skills, this class is for you.

Advanced Presentation Skills

This class introduces techniques for delivering more compelling presentations for the experienced presenter. The course discusses advanced techniques to better enable you to develop your own unique presentation style. Your practice presentation is audio recorded to focus on verbal skills, and also video recorded to assess your presentation style and skills. You will emerge from this class a more confident, engaging presenter who commands attention and achieves action-oriented results.

ABOUT THE SOLARI CLASSROOM

At Solari Communication, we make the complicated simple. We specialize in helping you capitalize on the often overlooked yet vital role that simple, clear communication plays in the success of your company. Toward that goal, all of our communication classes focus on helping you communicate more clearly and establish deeper relationships with your colleagues, clients, and prospects. Your participation is an investment. We strive to ensure that you and your company achieve the greatest return on that investment.

SOLARI'S THREE-TIERED APPROACH

Our three-tiered approach ensures a solid foundation for understanding, learning, and practicing the skills presented in each class. Each tier builds on the previous one to gain a firm grasp on concepts and skills so you can transfer these skills on the job. Your responses to an enrollment questionnaire taken prior to class allow us to tailor the contents to meet your specific goals.

1 Learn Concepts

Gain a Thorough Understanding of the Principles

We begin by explaining the concepts behind the communication skills—the why. Through a mixture of presentations, discussions, and examples (using relevant stories), you gain a solid understanding of the communication skills you are learning. In this way, these concepts become relevant to your specific circumstances.

2 Practice Skills

Learn and Practice in a Controlled Environment

Integrated with these concepts, we explain how best to learn and use these new skills. We conduct classroom activities where you practice these new skills with other members of the class in a controlled, yet independent learning environment. We monitor these activities and provide constructive comments, giving you the opportunity to learn from mistakes and to hone these skills. We encourage you to ask questions and discuss the activities. This dialog deepens your understanding and your ability to apply the skills on the job.

3 Transfer Training

Reinforce your Skills with Individualized Instruction

Learn by doing. You continue to practice and reinforce your new skills by applying them to a project of immediate relevance. We help you identify a project where your new communication skills are necessary, establishing a framework for perfecting these skills. As a result, you gain a thorough grasp on these skills and transfer them to your job.

Throughout your project, we discuss your progress, advise you, and recommend ways to improve. This interaction reinforces what you learn and enables you to successfully meet future challenges. After taking the class, you can contact us and receive a timely response regarding any topic from the class.

CLASSROOM FEES

All Solari classes are one or more full-day sessions of classroom instruction combined with individualized attention. Fees are \$2,500 per day for ten learners (\$250/person/day). Multiple classes are discounted. Individualized instruction is included in the fees; printed classroom materials are additional. Please contact us with your requirements or complete the Class Information Request form for more information and to schedule classes.

CLASSROOM SCHEDULE

Your class contact includes one or more days of classroom and individualized instruction.

Full-day Sessions of Classroom Instruction

You receive one or more days of instructor-led classroom instruction which enables you to gain the most from each class. Class size is generally limited to ten. This small class size facilitates a more personal instructor-to-learner relationship, thus increasing your opportunity to learn, practice, perfect, and transfer concepts and skills.

Half Day Optional Session of Individualized Instruction

Following any class session, each participant can participate in an optional half day of individualized assessment and instruction. Your Solari instructor spends time with each participant discussing how well the learner has implemented the skills attained in the class. Your instructor evaluates performance, reinforces key concepts, gives pointed commentary on your progress, and provides a concise summary of your progress—something you can use to build on. This individualize attention enables you to apply skills to a specific work-related project, then obtain direct analysis of your progress.

On-site Classes Help Maintain Relevancy

Rather than incurring the expense and inconvenience of travel costs and time away from the office, we can conduct classes on-site or in your immediate locale. You learn in a comfortable, familiar environment, investing time in learning and applying new skills that can enhance you and your company. On-site learning has the effect of encouraging participants to perceive the relevancy of their new skills to their real work world.

PowerPoint Basics & Beyond

Confidently create compelling slide presentations when you fully understand the features and nuances of PowerPoint.

Create and build upon master pages and templates.

Implement notes (or an outline) to add text and visual elements.

Customize a presentation with animation and transitions.

**One and a half days of classroom instruction,
practice, and individualized learning.**

One year of direct support.



YOU ARE INVITED TO LEARN: Create a PowerPoint presentation:

- ◆ Get to know PowerPoint.
- ◆ Create your presentation slides.
- ◆ Add visual elements.
- ◆ Embellish your slides.
- ◆ Interact with your audience.

ABOUT PowerPoint Basics & Beyond

Confidently create slide presentations by learning to use PowerPoint

The backdrop for most presentations are your PowerPoint slides. Yet, like most of us, you learned to create slides through the hunt and click method. Instead, start from the beginning to build your presentation slides. Topics include how to create the four kinds of master slides; use toolbars and the formatting palette; implement slide design, layout, color scheme, and backgrounds; create headers and footers; insert pictures (including graphics and photographs), text, notes, movies and sounds, charts, tables, and objects; and choose and format fonts. After the slides are created, learn to use the presentation tools to set slide transitions, animations, and other actions; rehearse timings; view and adjust the show... even record narrations and set up self-running shows.

Benefits you will attain. This class enables you to become proficient with this essential slide-creation tool. You will learn the fundamental features that enable you to establish the foundation for a presentation, and then focus on creating engaging, informative content.

CLASSROOM TOPICS

Diligently create your presentation one step at a time, and thoroughly understand PowerPoint.

Get to Know PowerPoint

- ◆ Discover what's new in PowerPoint 2010.
- ◆ Understand the window, the Ribbon, and the toolbars; change views; enable the ruler, guides, gridlines, and color views.

Create Your Presentation Slides

- ◆ Open an existing presentation or create a new one; close and save; get help.
- ◆ Create slides from an outline, the slide pane, or a layout; insert and manipulate slides (sections, size, and orientation); apply a template or theme (to ensure a consistent look); work with master slides and master styles (to easily automate slide creation).
- ◆ Enter text; create and manipulate text boxes (shape, auto-fitting text, adding headers and footers).
- ◆ Format text: fonts; size; color; tabs; bullet and number lists; line, paragraph, and character spacing; check spelling; auto-correct; find and replace; add WordArt, text effects, symbols, and special characters.

Add Visual Elements

- ◆ Draw and insert lines and shapes (including callouts); format, resize, and arrange objects and apply effects.
- ◆ Build tables, resize them, add rows and columns, apply styles, add borders and shading, format cells.

- ◆ Create diagrams, edit text, format a diagram, modify its structure.
- ◆ Find, insert, and modify clip art.
- ◆ Create charts, choose a chart type, manipulate chart data, add labels, control axes, format a chart, work with 3-D charts and chart templates.
- ◆ Insert photographs, adjust and correct them, resize and crop them.
- ◆ Link and embed objects from other applications (such as charts and graphs) and then edit these objects.

Embellish Your Slides

- ◆ Add audio and sound effects and configure its playback; add music and soundtracks.
- ◆ Insert video, change its formatting and specify playback options.
- ◆ Add animation to your slides; set transitions between slides.

Interact with Your Audience

- ◆ Rehearse and run your slide show, collaborate with others to create a presentation, share a presentation on the Web.
- ◆ Print your presentation, create speaker notes and handouts.
- ◆ Give your presentation live, or create user-interactive and self-running presentations.
- ◆ Create a presentation design to use as a template, adding auto-text, and customizing toolbars and menus. Use these templates as a basis for future presentations to ensure a consistent look-and-feel.

SOLARI'S LEAD INSTRUCTOR

Rich Maggiani



Certified Teacher

Rich is certified to teach professional adults down to high school students. He teaches communication classes to business professionals across the country, as well as to both undergraduate and graduate students. Rich understands that classroom skills must transfer to the job to be most effective, and employs techniques to ensure that training transfers. He holds a Masters degree in Administration, and a Bachelor's in Education. In 2008, Rich earned the rank of Fellow from the Society for Technical Communication. Learners benefit from his academic and professional background.

Instructional Designer and Trainer

For over twenty years, Rich has been designing instruction and teaching for universities, nonprofits, governments, and corporations small and large. Instructional materials include instructor guides, student guides, reference manuals, job aids, tutorials and online help, curricula, and classroom content (concepts, skills, exercises, practice activities and scenarios, and discussion questions). He regularly presents at professional conferences on a variety of communication topics. Rich also writes a series of position papers on communication topics, and authors a column for the professional communication periodical, *Intercom*.

Communication Professional

Rich founded Solari Communication to offer clients a spectrum of communication services that enable companies to prosper. As a business owner, Rich fully appreciates that simple, clear communication is crucial to success. Rich ensures that skills he imparts in the classroom not only benefit students, but more importantly, enable your company to attain its goals.

Designing Presentation Slides

Implement basic design skills to enhance communication.

Strengthen basic bullet point slides by writing informative phrases and sentences that better communicate your message.

Move past bullet points to design slides that exploit visual thinking.

Employ five basic design principles: balance, proportion, rhythm, emphasis, and unity.

**One day of classroom instruction, practice,
and individualized learning.**

One year of direct support.



YOU ARE INVITED TO LEARN:

For slides that inform and communicate with clarity:

1. Plan your slides.
2. Write text and choose graphics for your slides.
3. Design your slides by implementing five design principles.

ABOUT Designing Presentation Slides

Plan and create slides that inform and communicate with clarity

Research clearly shows that most bullet-point slides do not impart meaningful information and, in some instances, can be detrimental. It's easy to use bullet points since they are the default value for PowerPoint. You must adhere to specific guidelines to create informative and relevant bullet-point slides. Better yet, employ other methods to create and design slides that communicate information to your audience clearly. *Designing Presentation Slides* presents strategies for creating slides that are informative, organized, clear, concise, and targeted to the needs of your audience.

Benefits you will attain. You will learn how to write informative headlines; integrate text and graphics for better comprehension; use visuals and sequencing to best present dense information; and instead of just printing slides, create meaningful handouts. You will learn how to craft a message that resonates, then design slides that communicate with impact and clarity so that your audience receives your message and can act on it.

CLASSROOM TOPICS

Follow a three-step plan-create-design process.

Plan Your Slides

Begin by mapping the journey that is your presentation. Determine:

- ◆ Where you want to go (your objective).
- ◆ Who is coming along (your audience) and what they expect to find at the end.
- ◆ How you are going to get there (your three to five main points).
- ◆ What you are going to do along the way (the details supporting your main points).

Choose how best to plan and organize: outline (by hand or by software), Post-it Notes, mind map, storyboard, or slide sorter.

Create Your Slides

From this plan, determine how your slides will best convey this content. Write full sentences or short phrases to clearly convey meaning, while limiting the amount of information on each slide. (Eschew making your slides a complex outline of your presentation: it's boring.) Carefully choose relevant graphics—photos, artwork, simple charts and graphs, animation—and liberally include them. Exploit the fact that we all think visually.

Your slides must be organized in a logical sequence to bring order into the minds of your audience. An obvious slide organization ensures your audience can focus on your message and not be confused or feel lost as you present. Work to engage the audience through your slides.

Design Your Slides: Five Principles

The principles of design guide how you create your slides; and affect how you organize and arrange text, graphics, information, and other objects on those slides. How you apply these five principles directly affects your message.

Balance provides a sense of equilibrium—either symmetrical and asymmetrical—as it relates to our physical sense of balance that creates tension and a sense of “visual weight”.

Proportion refers to the relative size and scale between one object and another (say, between a person and a mountain).

Rhythm creates a sense of movement by repeating or alternating objects usually with defined intervals (regular, flowing, or progressive) to establish a texture evoking a certain feeling to your audience.

Emphasis marks the primary point of focus, the object that most strongly attracts attention. Other objects thus have secondary and tertiary emphasis.

Unity ensures the design of the entire slide is coherent and harmonious, that all objects work together to achieve a common result.

You will also learn how to use *positive and negative* space, determine the *visual center* of a slide, and employ the *rule of thirds* for maximum impact.

Your Closing Slides

Your closing slides must retain your overall design and bring your presentation full circle, to wrap things up neatly, and present the culmination of your message.

SOLARI'S LEAD INSTRUCTOR

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Certified Teacher

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Presenting with Poise

Begin with a plan to attain your objective and develop a strategy for reaching your audience.

Prepare your opening, your presentation, and your close.

Practice your delivery to present with poise.

When your time is limited to only one day, this class enables you to learn the entire process for presenting to business audiences.

One day of classroom instruction and interaction.

One year of direct support.



YOU ARE INVITED TO LEARN: The four P's for presenting with poise:

1. Plan your presentation.
2. Prepare your content.
3. Practice your delivery.
4. Present with poise.

ABOUT Presenting with Poise

Return to the basics: engage and influence your audience

Presenting with poise (the skill) enables you to influence your audience; to convince them to act in the manner you seek; to attain your objective—resulting in a profitable situation for both you and your audience. Presenting with poise is not about you, nor is it about typical bullet point slides (where your audience suffers a deathly tedium). Rather, presenting with poise enables you to set a clear purpose, to present a flow of information that intrigues, to display content-rich slides that inform, to engage and capture your audience, to command attention and involvement, to profit.

Benefits you will attain. Presenting with poise enables you to communicate your message to your audience, clearly, succinctly, and effectively. Here, you control your audience and construct a framework in which they comfortably listen and participate. This command of your presentation enables your audience to truly “get” what you present, and to act in the manner you most see fit. Ultimately, your purpose is met.

CLASSROOM TOPICS

Presenting with Poise (the class) consists of four main steps: Plan, Prepare, Practice, and Present. You learn how to to present with poise, which includes all of the following skills.

Plan

Begin every presentation by establishing your objective—what do you want to attain as a result of this presentation? Understand who your audience is and how they will best receive your message. Develop a strategy for reaching your objective through this particular audience: What do you want your audience to do as a result of your presentation?

Prepare

Next, prepare the content of your presentation so that you can attain objective. Your presentation consists of three parts:

- ◆ An opening
- ◆ Your core information
- ◆ A closing

An Opening: During an effective opening, you engage the audience; preview the heart of your presentation, its core information and messages; and preview your objective.

Your Core Information: The heart of your presentation, you present three to five main points that support your objective. Learn how to define the main ideas and supporting information (and nothing more) that most benefit your audience, and how to effectively transition from one point to the next to create a smooth and logical flow.

Learn how to create informative textual and graphical slides that augment (not detract from) your presentation.

The Closing: Your closing must be strong and memorable, and motivate your audience to act as you wish. Indicate clearly you are about to close, briefly review your main points, state how your objective benefits your audience, and state a call to action.

Practice

Practice your presentation before getting on stage. Practicing enables you to transition quickly through the three speaker phases—yourself, your information, and your audience—so that you focus all your attention on the most important aspect of speaking: engaging and influencing your audience.

Learn the ten techniques for practicing effectively, as well as the many presentation techniques to practice.

Present

Now that you’ve planned, prepared, and practiced, you are ready to actually present to your audience. You can rely on a number of methods for presenting your information.

Choose the most effective methods for each particular audience. The better you choose and relate, the better your chance of reaching your objective.

Present to engage and influence your audience, without relying on your slides as a crutch. Presenting with poise is all about communicating with your audience.

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Communication Professional

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Introductory Presentation Skills

Make an impact with your next presentation by applying fundamental techniques and strategies.

From open to close, reach your objective by engaging your audience.

Develop and strengthen your verbal and nonverbal skills to speak and present with composure.

End the class by measuring your progress.

**Two days of classroom instruction and practice;
plus Individualized learning.
One year of direct support.**



YOU ARE INVITED TO LEARN:

Fundamental techniques and strategies:

1. Plan your presentation.
2. Open and close with impact.
3. Develop your speaking and presentation skills.
4. Practice presenting perfectly.

ABOUT Introductory Presentation Skills

Fundamental techniques and strategies to present with composure

This class presents the foundational skills and techniques for making presentations. The class provides a systematized method for planning, organizing, creating, preparing, practicing, and giving audience-centered presentations that achieve action-oriented results. Your practice presentations are recorded to assess your verbal skills, and also recorded on video to assess your presentation style and skill.

Benefits you will attain. You will learn to present with composure and make an impact, in a structured, orderly manner so that audiences respond as you planned. You will learn to accurately assess your audience, clarify your objective, open effectively, deliver an organized and convincing presentation employing both verbal and nonverbal skills, and close with a compelling call-to-action. Business professionals who are a bit unsure about your presentation skills and who present before groups to inform, persuade, market, or sell ideas and information can benefit from this class.

CLASSROOM TOPICS

Introductory Presentation Skills enables you to establish a performance benchmark, and then work toward enhancing your skill level to meet your needs.

Evaluate Your Expertise

Begin by enumerating your current knowledge of presentation skills, and then by assessing your skills, listing strengths you can leverage and opportunities for improvement.

Plan Your Presentation

Before creating the actual content of your presentation, you must define your objective and identify your audience. Identify the benefits to your audience and what action you want them to take, from both your perspective and from theirs. To do this, you must understand the specific needs of your audience (who they are, what they know) and their expectations.

Open and Close with Impact

Immediately engage your audience by opening your presentation with any one of seven effective opening techniques: introduction, provocative question, contemplative quote, startling statement or remarkable fact, surprising statistic, bold promise, or trend report.

Close by completing the circle started with your opening, by highlighting your main points, and by stating clearly your call to action.

Develop Your Verbal Skills

Focus on a number of critical verbal communication skills. Speak dynamically by using an appropriate tone of voice, employing a variety

of inflections, projecting a balanced volume, pacing your speech, enunciating properly, and pausing for emphasis and transitions. Speak with control as in a one-to-one conversation.

Augment your verbal skills by listening to what is said and how, and to body language by employing the two keys to effective listening.

Strengthen Your Speaking Skills

Control nervous behavior with four techniques to channel nervousness and five items for handling nervousness. Move smoothly through the three basic presentation stages to best engage your audience. Learn to employ ten enterprising techniques rather than their energating counterparts.

Develop Captivating Presentation Skills

Many factors comprise presentation skills that captivate your audience, all of which must be seamlessly interwoven. Embody the seasoned presenter by keeping good posture, controlling your body, maintaining a commanding posture, moving your body smoothly about the room, employing facial expressions and eye contact, and using hand positioning and natural gestures. In other words, being composed.

Practice Presenting Perfectly

Learn to present by presenting. Learn five practicing tips and ten practicing techniques. Through audio recording, practice your entire presentation to focus on content, wording, and phrasing, and listen for accuracy and content. Through video recording, practice your entire repertoire of presentation skills.

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Advanced Presentation Skills

Are you ready to hone your presentation skills?

Gain confidence, composure, and control by taking command of the room. Open with a story that resonates with your audience.

Integrate the five P's of verbal communication with the four P's of nonverbal communication to develop your presentation style.

Close with clout. Handle the Q&A, then close again. Practice it all.

**Two days of classroom instruction and practice;
plus Individualized learning.**

One year of direct support.



YOU ARE INVITED TO LEARN: Take command of the room:

1. Assess your audience.
2. Open with a story.
3. Hone your presenting skills.
4. Close with clout.
4. Handle questions and answers.
5. Practice, practice, practice.

ABOUT Advanced Presentation Skills

Abandon that lectern and take command of the room

A *Advanced Presentation Skills* introduces techniques for delivering more compelling presentations for the experienced presenter. The class discusses advanced techniques for opening and closing presentations, and integrating verbal and nonverbal skills, as well as body movements, to better enable you to develop your own unique presentation style so that you can consistently deliver successful presentations. Your practice presentation is audio recorded to better focus on your verbal skills, and also video recorded to assess your presentation style and skills.

Benefits you will attain. You will gain confidence, composure, and control by taking command of the room, perfecting your presentation style, fusing your words and action seamlessly with your slides, answering questions with aplomb, engaging your audience, and achieving the desired results. You will emerge from this class a more confident, engaging presenter who commands attention and achieves action-oriented results.

CLASSROOM TOPICS

To being this class, you assess your presentation skills on a scale, listing strengths to build on and opportunities for improvement.

Assess Your Audience

Successful presentations begin with knowing your audience. Identify who they are (all three levels), analyze six aspects of your audience, assess their needs, then reach them on their terms. Your plan is essentially the summary of your presentation: your objective, main points, audience benefits, your call to action, and your closing persuasive techniques, all within the guidelines of a presentation's timing breakdown.

Open Your Presentation

Choose from three elaborate options to create an effective opening that immediately engages your audience. Use practice techniques until you can present it flawlessly.

Hone Your Speaking Skills

Learn, apply, and integrate the five P's of verbal communication—projection, pitch, pronunciation, pace, and pause—with the ability to talk to your audience as individuals, tell stories, inject humor, employ the sounds of silence, and be visual. Give audience-centered presentations by asking the five types of questions and the six types of Socratic questions.

Hone Your Movements

Learn, apply, and integrate the four P's of nonverbal communication with your speaking skills:

- ◆ Posture: body movements, facial expressions, and eye contact

- ◆ Pantomime: hands and gesturing (including six ways to gesture with authority)
- ◆ Position: use of space and room movements
- ◆ Passion: an emotional connection

Seamlessly fuse your speaking skills and body movements with your slides to coalesce your presentation into one that engages your audience and captures their attention. Listen to your audience's body language to instantly assess their level of involvement.

Close Your Presentation

Create a strong closing by using repetition that ties to your opening. Restate your objective; summarize your main points, state a clear call to action, clarifying exactly what you want your audience to do, and make a closing statement. Prepare a secondary closing to give after the Q&A session concludes.

Handle Questions and Answers

Intelligently and adroitly respond to questions, both planned and unanticipated. Create guidelines, listen carefully, restate, address the questioner and the entire audience, handle tangential and troublesome questions, and maintain control of the Q&A session. Deal effectively with a hesitant audience and that incessant questioner.

Practice Delivering Your Presentation

Apply ten practice techniques, assimilating four practicing tips, to perfect your delivery and effectiveness. Your practice sessions are audio recorded and video recorded to enable you to attain maximum effectiveness.

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Certified Teacher

Rich is certified to teach professional adults down to high school students. He teaches communication classes to business professionals across the country, as well as to both undergraduate and graduate students. Rich understands that classroom skills must transfer to the job to be most effective, and employs techniques to ensure that training transfers. He holds a Masters degree in Administration, and a Bachelor's in Education. In 2008, Rich earned the rank of Fellow from the Society for Technical Communication. Learners benefit from his academic and professional background.

Instructional Designer and Trainer

For over twenty years, Rich has been designing instruction and teaching for universities, nonprofits, governments, and corporations small and large. Instructional materials include instructor guides, student guides, reference manuals, job aids, tutorials and online help, curricula, and classroom content (concepts, skills, exercises, practice activities and scenarios, and discussion questions). He regularly presents at professional conferences on a variety of communication topics. Rich also writes a series of position papers on communication topics, and authors a column for the professional communication periodical, *Intercom*.

Communication Professional

Rich founded Solari Communication to offer clients a spectrum of communication services that enable companies to prosper. As a business owner, Rich fully appreciates that simple, clear communication is crucial to success. Rich ensures that skills he imparts in the classroom not only benefit students, but more importantly, enable your company to attain its goals.

"I view Rich as an organizational partner. The classes he delivered far exceeded our expectations and allowed us to take our curriculum to a new level of professionalism and effectiveness."

June Sonsalla, PHR, HCS; Ameriprise Financial, Employee Development, about developing introductory and advanced presentation skills classes

"I've seen other presentations that Rich has given and I've never been disappointed! Excellent presentation. Best one of the show!"

Anonymous evaluation; from STC's international conference, Las Vegas

"I'm fully engaged at work now, more of a catalyst."

Tracey Martinsen, after taking the "Rediscover Your Inherent Skills" class

"Training materials have improved dramatically, shortening our training time and eliminating the need for temps."

Nick Karobon, City of Milwaukee Water Works; about the new training materials designed and developed by Solari instructor Rich Maggiani

"Positively funny and engaging. I learned so much."

Anonymous evaluation; "Are You Listening?" class

"Rich rocks!"

Anonymous evaluation; "Writing for Results" class

CLASS INFORMATION REQUEST

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

WEBSITE _____

EMAIL _____

PHONE _____

Communication Trilogy classes:

- Presenting with Poise
- Writing for Results
- Are You Listening?

Presentation classes:

- PowerPoint Basics & Beyond
- Designing Presentation Slides
- Presenting with Poise
- Introductory Presentation Skills
- Advanced Presentation Skills

Business Writing classes:

- Working with Word
- Document Design
- Writing for Results
- Business Writing
- Essential Editing

Business Communication classes:

- Are You Listening?
- Communication Skills for CSRs
- Rediscover Your Inherent Skills

Who is participating in these classes?

- Executives
- Managers
- Sales & Marketing
- Team Leaders
- Technical Staff
- Professional Staff

When would you like to schedule a class?

- Up to 10
- 10 to 50
- 50 to 100
- 100 to 500
- More than 500

When would you like to schedule a class?

- This month
- Next month
- Within the next six months
- Within the year

Complete and mail; call us at 802.879.9330; or complete online at www.solari.net/info.php



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