



Free Presentation Skills Review

3 Principles

Performance matters

That's why you're there

People matter

That's why they are there

Presentations matter

That's how you get there

I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.

Maya Angelou

Good speaking skills are by far the most influential keys to success in today's extremely competitive world, especially in business. Whether you're speaking in a meeting, conference or simply giving an update or sales pitch, understanding the way you connect with others essential.

Many organisations are so busy being busy that they often overlook and underestimate the impact they are having on the business through the way they communicate and present their ideas.

How well do your teams present?

Think about the last few presentations you attended and ask yourself the following 3 questions:

1. Does your business present its ideas with purpose, clarity and impact?
2. Is the way your business speaks in every interaction aligned to your values and vision?
3. Does your organisation present to engage, connect and inspire action or simply share information?

Mindful Presenter is a unique presentation skills training and development business founded by Maurice DeCastro a former executive of some of the UK's most successful brands, including Direct Line Insurance and Interflora.

Mindful Presenter was created to help businesses across all sectors to challenge the status quo and to raise the bar substantially in the way professionals present.

Its mission is to help professionals make the leap from simply sharing information and achieving an intellectual understanding to also creating a memorable emotional connection which inspires action.

We don't believe in 'off the shelf' training and so all of our courses, workshops and coaching sessions are mindfully tailored to not just each business we work with but crucially each individual that we help within those businesses.

Mindful Presenter Ltd

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Background

As part of our research and development in enabling us to bespoke our training we are often afforded the gift of being able to attend business meetings and forums within some of the companies we work with to simply 'observe' how they present today before we even begin crafting a programme.

It works so well for us and our clients that we decided it's a service we should offer more openly.

Why should you take part?

In our experience, with the myriad of complex challenges most businesses face today when it comes to the way organisations present themselves both internally and externally we believe that:

- *Some organisations have no real insight or idea into how well their teams communicate in terms of impact, best practice and emotional connection.*
- *Some organisations know and understand they need help but really don't know where to start.*
- *Often there is a significant mismatch in the way some businesses perceive their impact and effectiveness in the way they present their ideas.*
- *Some organisations are missing out on vital opportunities to connect with greater impact and a few are even unconsciously stifling opportunities for growth and development of their people as well as the business.*

The idea behind the offer of a free appraisal is to provide a completely independent and professional perspective to enable businesses to stand back and reflect on just how well they are presenting to each other.

Our repeated reference to impact is by design because at Mindful Presenter we passionately believe that the way businesses present to each other today affects every aspect of its success. That impact extends to:

- *Culture*
- *Connectivity*
- *Productivity*
- *Creativity*
- *Trust*
- *Confidence*

How does it work?

The review can take a number of different forms although a common one would be that one of our highly skilled coaches would simply take a back seat observing some of your team present in a real setting. Often we find that may be a senior management meeting where people are required to present departmental, project updates, etc. It could be a team meeting, conference, briefing session or indeed anywhere in which the team are not simply sitting to meet and discuss things, they are expected to present in some way.

There is no direct interaction with anyone during the observation process and no training or coaching in any form. The purpose of the observation is to purely attain some insight into what works for those presenters today and to identify opportunities that appear that may help them to become even more effective and engaging presenters.

The result

Once the observational element of the review is complete the reviewer will construct a written report for the sponsor sharing their professional thoughts and observations on the strengths and opportunities. We will then discuss our findings in as much detail as required and appropriate.

We will tell you what works for your presenters today and if we believe there is anything hindering them from connecting with their audience. If we believe that the way they present isn't aligned to your objectives, vision or values we will tell you that too.

As well as sharing what we feel works well and what doesn't work so well we will also offer our views on what if anything needs to change to enable your team to represent brand in the way in which the business would like to be seen.

What's in it for Mindful Presenter?

Mindful Presenter was created through a blend of frustration, passion and curiosity.

Frustration because in our experience far too many business presentations don't respect and value their audiences time and presence.

Passion because we know that connecting really is everything when it comes to presenting.

Curiosity because we knew there must be a better way.

We found that better way and we would like nothing more than help you to find it too if you haven't already.

We get to share our passion and if you share ours and feel you need our help we get to work with you.

“In times of change, learners inherit the earth, while the learned find themselves beautifully equipped to deal with a world that no longer exists.” Eric Hoffer

The ability to express your ideas in a compelling and influential way is a skill that can be learned although many businesses take it for granted that they do it well.

If that’s the case in your organisation we will tell you and show you exactly where your strengths are so that you can take advantage of them even further.

If we think you’re not quite there yet we will tell you objectively and with complete honesty where we believe you may need some help.

If you need some assistance and you choose Mindful Presenter to help you we would of course be delighted to, but the choice will always remain yours.

Our Team

Our coaches have all come from senior management roles in the corporate sector. They aren't actors or people who have just been trained to train; they are exceptional presenters who understand exactly what it takes to succeed in the commercial world.

We love to design and create bespoke material for private and public sector clients across all sectors. From finance to pharmaceuticals we’ve probably trained people from just about all industries. Whatever the presentation whatever the scale we can always help.

