

# PowerStart for Speaking Up: Presenting to Decision Makers

Senior leaders are arguably one of the most challenging audiences you or your employees will ever face. Presenting to them successfully means first and foremost, adopting their bottom-line, 10,000-foot perspective on the business. They don't want a one-way data dump. They want a compelling business case, and they want a dialogue.

**PowerStart for Speaking Up: Presenting to Decision Makers** prepares people to make engaging and persuasive presentations to senior leaders. Whether presenting a strategy to increase market share, or making the case for an increased department budget, presenters need to know how to: understand the senior executive mindset; present data the way they want to hear it; be open to challenging dialogue, questions, and distractions; and be ready to deal with their time being cut short.

The series provides a self-paced learning experience that draws on best-practice highlights from our in-person **Speaking Up: Presenting to Decision Makers** workshop. Viewers receive real world skill-building tools via bite-size, engaging, interactive videos. Each two- to four-minute episode in the series focuses on a critical skill and includes activity-based worksheets for on-the-job practice and skill retention. Additionally, live reporting is available for managers and leaders who want to access information about their team's participation, engagement, and completion of the program.

**On-demand video series available 24x7  
on smartphone, tablet, or desktop.**

## A Focus on Must-Have Skills

### EPISODES

- Apples & Oranges: How Executive Presentations are Different
- How to Analyze an Executive Audience
- Building Your Presentation Success...Before the Presentation
- Mastering Executive Presence: 3 Essential Steps
- Winning Over Executives: The One Critical Component
- How to Stand and Deliver to Decision Makers
- Prepping for the Inevitable: Anticipating Questions Brings Peace of Mind
- Dealing with a Tough Audience
- Trust Your Subject Matter Expertise

As a global speaking and presentation skills company, PowerSpeaking, Inc. helps people—from employees to leaders—become the presenters they’ve always wanted to be: focused, relaxed, natural speakers who can engage others and get results.



**PowerStart**  
for Speaking Up

is a great  
entrée to other  
PowerSpeaking, Inc.  
programs.

We use sophisticated adult learning models and the most recent research in communication to design and deliver our programs. In 30+ years, we have helped transform more than 300,000 people at all career levels—from first-time to seasoned presenters seeking to advance their skills even further.

Since developing our groundbreaking, in-person **Speaking Up: Presenting to Decision Makers** program and the online **PowerStart for Speaking Up**, we’ve shown thousands of managers, leaders, and technical experts how to present to senior leaders successfully.

## PROGRAMS & DELIVERY METHODS

The **PowerStart** series is a convenient, quick, high-impact primer. It can be used as a stand-alone skill-building and reference library, and also, as a great jumpstart on a journey to more in-depth and varied training. That journey could include any of PowerSpeaking, Inc.’s offerings: in-person and virtual programs, one-on-one coaching, and post-program microlearning via our **Plus Microlearning Video Library**.



**In person** Our highly interactive, in-person programs give participants the most in-depth learning experience available. Our global Master Facilitators guide participants through a proven step-by-step process for successfully presenting to any audience. Participants benefit from practicing in front of the class, learning from other participants as they present while being videotaped, and receiving individual coaching sessions and feedback from a Master Facilitator.



**Virtual** All of our programs are offered virtually. We use current, industry-standard communication platforms to give people the best experience available, at a time—and time zone!—that is convenient.



**On demand** We currently offer two 24x7, self-paced online learning programs. The **PowerStart** series offers condensed, best-practice tips as a stand-alone resource, or as an entrée to other PowerSpeaking offerings. Our **Plus Microlearning Video Library** is a post-program refresher series that helps participants of in-person courses reinforce and retain what they learned.



**Coaching** We are available to provide one-on-one coaching in a variety of scenarios: refining executive speeches, prepping subject matter experts for conference presentations, or personalized coaching after attending a PowerSpeaking program. And for people on the go, both of our online, on-demand programs—**PowerStart** and **Plus**—can serve as a “coach in your pocket.”