

# The Extreme Presentation™ Method

DESIGNING PRESENTATIONS THAT PROPEL YOUR AUDIENCE TO ACTION

Audiences have become more distracted, demanding and skeptical. The 40-slide, text-heavy PowerPoint™ presentation is not very effective under the best of circumstances, let alone when you are trying to communicate complex or controversial information.

The Extreme Presentation™ approach provides a new mindset and method for developing powerful, elegant, and brief presentations. It integrates five essential elements of effective presentation: Logic, Rhetoric, Graphics, Politics, and Metrics. The Extreme Presentation™ approach is taught in a one-day, highly interactive workshop.

## WHAT IS COVERED IN THE WORKSHOP

### **Logic: crafting a sound argument**

- Using the Hierarchy of Business Problems to identify the core business problem you are addressing
- Selecting evidence that reinforces core persuasion tactics

### **Rhetoric: weaving all the relevant evidence into a compelling, engaging story**

- Using the seven basic story plots to illustrate key points through interesting anecdotes
- Applying the hidden structure underlying all stories to sequence your whole presentation into a captivating narrative

### **Graphics: visually displaying your evidence with the most accessible and convincing image**

- Designing each page to reinforce its message visually
- Distinguishing between good and bad detail

### **Politics: designing your presentation to leverage powerful persuasion techniques**

- Understanding the personality types of the key influencers in your audience, and selecting communication approaches that work best for the combination of types
- Identifying potential barrier stakeholders

### **Metrics: identifying specific objectives and measuring success against them**

- Expressing the presentation objective in terms of specific attitudinal and behavioral change goals using the From-To-Think-Do matrix
- Measuring impact after the fact

### Recent USA clients

- Burger King
- Deloitte Consulting
- eBay
- HJ Heinz
- Kimberly-Clark Corporation
- Microsoft Corporation
- Starbucks
- The Nielsen Company
- Wm. Wrigley Jr. Company

### Who Should Attend?

The Extreme Presentation™ workshop is particularly suited to:

- Market research and market intelligence staff
- Analysts
- Salespeople selling complex products, services or solutions
- Consultants
- Product developers
- Senior executives

as well as anyone else whose work success is dependent on presentation effectiveness, especially where the presentations involve complex content, controversial recommendations, and/or difficult audiences

## WHAT PARTICIPANTS SAY THEY LIKE ABOUT THE EXTREME PRESENTATION™ WORKSHOP

The following are direct quotations or summaries of comments from written participant feedback

### *SIMPLE, PRACTICAL TOOLS*

- 10 practical steps for designing any presentation, summarized on a 1-page “wheel”
- Simple worksheets for putting the 10 steps into practice

### *HANDS-ON APPROACH*

- “Bring your topic and go home with a near-finished presentation”: work on your own data and issues, each step builds on the previous one, and you leave the workshop with a nearly complete, impactful presentation of your own
- One-on-one interaction with facilitator on your own projects

### *FOCUSED EXCLUSIVELY ON PRESENTATION DESIGN, NOT DELIVERY*

- “People are often skeptical about presentation classes, but this one is different in that it focuses on designing the presentation, not delivering it”
- “It’s not about how you present, but about how you plan and prepare for a presentation – as well as how you write it and lay it out – so that when you present it, your impact will increase dramatically”

### *IT’S ABOUT STORYTELLING – AT TWO VERY DIFFERENT LEVELS*

- At one level, how to use anecdotes to illustrate and enliven your presentation, and at the other, how to turn your presentation into a compelling story itself
- How to pull all your existing data and findings into a concise, impactful story
- What to focus on and what to exclude from your presentation

### *MORE THAN JUST PRESENTATION – IT’S ABOUT EFFECTIVE COMMUNICATION AND IMPACT*

- It’s about more effective consulting and communication with colleagues and clients
- “It’s not just about designing a good chart, or pulling out an executive summary, or storytelling. It’s about influence strategy and presentation structure as well as page and chart layout – at a high level as well as at a very detailed level.”

### *A WHOLE NEW WAY OF THINKING ABOUT PRESENTATION*

- Challenges your thinking about what presentation effectiveness is
- How to shorten your presentation substantially while increasing its impact
- Learn how to develop the one-page presentation: the “million-dollar” slide that ties everything together

### *IT’S ALL ABOUT IMPACT*

- How to frame your issue in terms of the business problem that will most resonate with your audience
- Telling and selling your story to change your audiences minds and actions

## ENDORSEMENTS

“The resounding chorus that I heard from my team was that they had never attended a training class as powerful and useful as Dr. Abela's Extreme Presentation training. He expertly wove all elements together - the audience, the story, the presentation of the story - and backed it up with reams of research from all disciplines.”

Karen L. Fuller, Senior Manager, Brand Research  
**Dell Inc.**

“Thank you for bringing real enlightenment on presentation development to NeighborCare! Your 10 step process leads the attendee to a logical approach to presentation development so our audiences hear our message with absolute clarity. It has changed the way we practice!”

Nancy L. Losben, R.Ph., CCP, FASCP  
Senior Vice President, Clinical Services, **NeighborCare Inc.**

“Compelling presentation skills are essential to market intelligence professionals who want to make a meaningful difference in their companies. As part of our research community effort to become trusted advisors to decision-makers within Microsoft, Dr. Abela's Extreme Presentation program gave us solid skills and a comprehensive and methodical approach that will be instrumental in taking us beyond being mere purveyors of data.”

J. David Phillips, Group Manager, Market Intelligence and Planning,  
**Microsoft** EMEA (Europe, Middle East and Africa)

“We have a very diverse team in terms of both business and technical experience. We took our entire team through the Extreme Presentation course. Everyone, whether fairly seasoned or more junior, got some very valuable and practical insights. Given that we are a team of folks who are very comfortable with a lot of information, the course helped us to focus on our audience and bring to bear those elements that would facilitate communication and ultimately, influence. It helped us understand the value of shifting our paradigm from research as the story to a story supported by research. It also provided us a host of tools to help bring that to life within the organization. I would highly recommend this course.”

Joan Bassett, Senior Vice President  
Market Research and Competitive Intelligence, **Chase Card Services**

## ASIA PACIFIC LEAD FACILITATOR



Justin O'Brien has been designing and delivering effective presentations to senior executives—and training and coaching others to do so—for over 20 years. Justin has worked in a variety of senior sales, marketing and management roles with notable multinational companies. After a number of years at Rogen International he founded his own consultancy, High Performance People Group in 2003. He has coached and trained over 1000 people and his style has been described as supportive, respectful, professional, and knowledgeable.

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