



# HUMANPOINT PRESENTATION COACHING

Persuasive Presentation Skills  
for the Technical Leader

This 1.5-day coaching course is specifically designed to help technical leaders develop a process for presentation preparation and delivery resulting in presenting highly complex information in an engaging way. By learning a process, you will also reduce the stress and anxiety associated with presentation opportunities.

## TOPICS COVERED

- Making technical content come alive
- Memorization and speaking without notes
- Impromptu speaking - landing a great message on the fly
- Delivering difficult messages in a positive way
- Speaking in a clear and concise manner
- Persuading your audience to action
- Reducing anxiety and fear
- Body language & gesturing
- Tone & delivery
- Effectively managing Q&A

## ATTENDEES

Our course attendees typically are from the following industries:

- A/E/C
- Tech
- Healthcare
- Science
- Banking

March 28 & 29, 2019

May 16 & 17, 2019

October 24 & 25, 2019

Location: Bellevue, WA

## FEES

- \$995 per person for public session
- \$11,000 for private on-site session for up to 10 leaders

CONTENT	APPLICATION
Setting a Positive First Impression	<ul style="list-style-type: none"> <li>• Communicate confidence and competence from the start</li> <li>• Create a connection with your audience</li> </ul>
Strengthening Your Message	<ul style="list-style-type: none"> <li>• Using body language to your advantage</li> <li>• Communicate confidence and poise</li> <li>• Sounding credible and interesting</li> <li>• Become more motivational through effective gestures and tone</li> </ul>
Presenting Specialized Information	<ul style="list-style-type: none"> <li>• Making technical content come alive</li> <li>• Explaining a highly technical concept to a more general audience in a way they can understand</li> <li>• Using key messages to create presentation flow and interest for your audience</li> </ul>
Speaking With Confidence	<ul style="list-style-type: none"> <li>• Learn to speak without notes so you can be present and focused on your audience</li> <li>• Greatly reduce stress of forgetting content because it is stored correctly in your brain</li> <li>• Go notes free and use your hands for gesturing to add visual interest and to strengthen your overall message</li> <li>• Minimize stress when preparing for an important presentation by following a process</li> </ul>
Presenting Persuasively	<ul style="list-style-type: none"> <li>• Effectively grab your audiences attention in the first 10 seconds</li> <li>• Deliver a compelling call to action</li> <li>• Convert your technical message to persuasive</li> </ul>
Managing Q & A	<ul style="list-style-type: none"> <li>• Maintain confidence when being asked the tough questions</li> <li>• Learn how to convert a negative into a positive response</li> <li>• Continue to promote your key ideas with your answers to audience questions</li> </ul>



## ■ About Amy Hedin

Amy Hedin, CEO and Founder of HumanPoint, is a very seasoned and sought after executive coach. Amy works with many executive leaders in technical fields to help them prepare for higher roles by strengthening presentation and persuasive communication abilities. She also helps technical teams prepare for critical client interviews and meetings. As a result of this experience, she really understands the challenges facing technical leaders today, and therefore her coaching is relevant and timely. Amy will build your confidence in speaking, and give you great tools that can be applied when developing presentations in the future, thereby increasing your speaking abilities while reducing the time required for preparation. Amy's style is direct, positive, engaging and interactive. She uses real life examples and stories to entertain her audience and make her ideas stick.

## About HumanPoint

We believe **there is no maximum to human potential**. The purpose of our company is to empower executives and managers to run highly engaged teams where people feel valued and goals get accomplished.

HumanPoint focuses on working with intelligent leaders to **drive meaningful transformation** on the human side of the business.

Our relationships are built on trust and making good on our promises, and we strive to guide our clients to reach their maximum potential by individually tailoring our solutions to **provide fast and lasting change**.

Founded in 2007, HumanPoint is headquartered in Bellevue, Washington with clients located throughout the United States, Europe, Africa and UK.

HUMANPOINT

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