

# **Presentation Training - Which Approach Works Best?**

**By Paul LeRoux**

## **Delivery Skills Versus Content**

Content is the facts you want to explain to a group. What you say has to be clear and logical, but, in the scheme of presentation training, it is relatively easy to revise the wording and adjust the sequence of your ideas.

However, delivery skills are not so simple to change and are far more critical in getting your message across. If you master the physical techniques of delivery, you will conquer nervousness, project commitment, and feel confident in your ability to deliver any content to any size group. In short, your words will produce the effect you want them to have.

In sports, the quickest way to improve is to hire a professional coach. Whether you are a beginner hoping to start on the correct path or an intermediate needing to break bad habits and build new ones, a trainer teaches you the movements to execute, say, a powerful serve in tennis, a delicate chip in golf, or a daring axel in figure skating.

The principle is the same for learning presenting skills. With the help of a good coach, you can master extended eye contact, pacing, pauses, voice projection, stance, and gestures that support your words and hold the audience's attention.

## **Evaluating Consultants**

Presentation consultants offer advice ranging from worthless to priceless, so it is best to find out beforehand what you are signing up for. Consultants who have authored a book or written an academic paper give you an easy way to judge how useful the consultant's advice will be.

Review the content of their writing, evaluate what the consultant teaches and how, and decide whether it suits your needs and personality.

Take advantage of LinkedIn's fifteen-minute free chat, which lets you sound out candidates' ideas and techniques. Pick a low-, middle- and high-priced consultant, and ask questions about the following topics:

1. The consultant's experience. Does he/she mainly work with students or executives? What is the range of that experience? How many years of experience does the person have? How many clients?
2. How does the consultant teach delivery skills? Is the information you would learn too vague, or is it practical and specific?
3. Results are the bottom line for business and self-improvement, so ask about the consultant's success. Did the clients' engagements result in standing ovations? Did their presentations bring career promotions, pay raises or new business? In summary, read as much as you can and sound out prospective consultants about the above topics. You should feel confident at the outset that you are investing in the right consultant for you.

### **Experience**

For thirty-one years I have and (continue to train) individuals for a wide variety of presentations.

I have rehearsed accounting, consulting, and engineering firms for competitive presentations. These written proposals and formal, standup presentations often involve winning or losing contracts worth millions of dollars.

Also, I have prepared many startup companies wishing to attract funding. These pitches are to persuade sophisticated investors, who can quickly spot errors in logic, financial misjudgments or wishful projections.

My coaching of senior executives for large audience presentations ranges from stockholder meetings to presenting scientific papers. The stakes are enormous and personal. The presenters' goals are to persuade the audience and enhance their reputations.

## **Calculating My Price**

My knowledge, experience, and success reflect the price for my services.

I charge by the hour because clients have varying skill levels. Some people have a natural ability to acquire the physical skills needed for convincing presentations, while others have to practice longer and harder. Some learn faster than others, and beginners are often easier to coach because they have fewer bad habits to overcome.

However, you alone control the cost. Very quickly you will see and sense the change. Therefore, as we progress, you will decide the number of hours you feel is necessary to reach the level of improvement you want.

## **Verifying Credentials**

Because I believe a potential client should be confident in the consultant he or she selects, I encourage you to research my skills and teaching ability:

1. Read my LinkedIn recommendations.
2. Film yourself or have a friend shoot the video and upload it to YouTube or Facebook and send me the link. I will respond within a few days with tips on how you can enhance your presentation content and or skills.
3. Ask me for a complimentary copy of my commercial published book, *Visual Selling*.
4. Invest in a two-hour training session at my Chicago office and see how quickly and dramatically you improve.

I look forward to taking you to the next as a presenter.

**CONTACT:** leroux@twainassociates.com or 312-467-2120

**Client Quote** “Paul also had great insights into my presentation delivery, from what to emphasize verbally to the body language used. His insights and feedback were critical to both the pitch materials and my presentation itself.”  
CEO of a fast-growing medical Chicago startup

**Paul’s Favorite Quote** “There’s a geometric progression in ability: you need to be only 10% better at what you do than most people to go 100% farther.”  
Sydney J Harris, syndicated columnist

### **My LinkedIn Profile**

Are you looking for an experienced public speaking coach to?

- \* Show you how to handle nervousness and boost self-confidence?
- \* Connect with listeners?
- \* Prepare for an important presentation?
- \* Turn wordy, boring PowerPoint slides into persuasive visuals?

I have spent 31 years rehearsing Fortune 500 executives for key presentations, preparing major accounting, consulting and engineering firms for competitive presentations and coaching startups in their pitches for funding. I can help you feel confident and become more persuasive.

I am a member and investor with Heartland Angels in Chicago, hold two patents, own a presentation consulting business and a publishing firm. I am the author of *Visual Selling: Capture the Eye and the Customer Will Follow* (John Wiley), as well as the earlier *Selling to a Group* (McGraw Hill.)

## **Summary of Services**

### **Training Seminars**

For 31 years, I have conducted presentation training seminars. My clients vary from Fortune 500 companies to startups. Quarterly, I volunteer-teach a half-day presentation workshop for Chicago.SCORE.org

### **Rehearsing**

Over the years, I have coach hundreds of executives on how to polish their presentations at conference talks to national meetings. I have also worked with many entrepreneurs to enhance their funding pitches—slides, content and delivery skills. As a member of Heartland Angels, I regularly rehearse the entrepreneurs who present to our investor group.

### **Keynote Speaker**

At corporate events, trade shows, and conventions, I speak on how to improve presentations. These topics cover how to connect with listeners using strong delivery skills, how to create pictorial visuals, and how to arrange a persuasive sequence of ideas.