

Presentation Skills (POV to LOA)

From point of view (POV) to line of argument (LOA). How to have an opinion and get your point across effectively. Advanced presentation and selling skills.



EXAMPLE CONTENT

THE IMPORTANCE OF A POV

- Being relentlessly curious
- Assimilating wide-ranging stimuli
- The vital importance of having a hypothesis

MAKING SURE YOU HAVE A POV

- The briefing star
- Three good, three bad
- Eyes of experts
- Category stealing

ONCE YOU HAVE YOUR POV

- Don't stampede to Powerpoint
- Consider your audience(s)
- Start thinking visually

SAY IT ON ONE CHART

- The Market Map
- The Bravery Scale
- The Whittling Wedge

PRESENTING PERSUASIVELY

- The Central Idea satellite system
- Barriers to purchase
- Who sells best? Introducing ambiverts
- The 12-step LOA map

SUMMARY

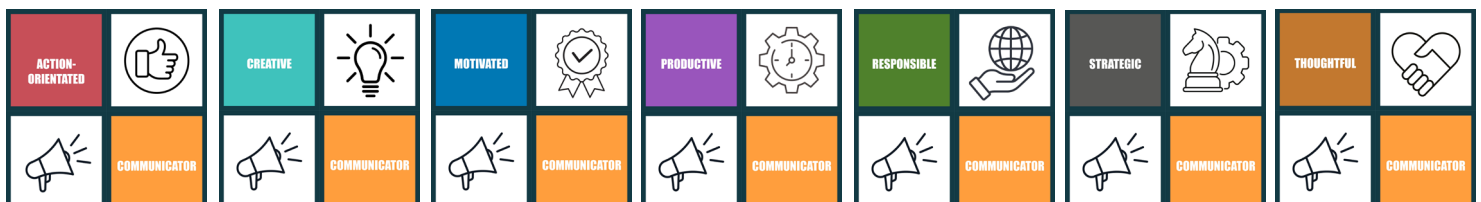
This is an extraordinarily popular course with every type of business. It combines rapid idea generation with highly effective presentation skills, enhanced by the power of diagrams. 1,000s have taken the course and found that it totally transforms the way they think and present.

OUTCOME

This course covers how to come up with excellent ideas, solve strategic problems, have a clear point of view, and structure a compelling line of argument that clients and prospects are likely to accept. This approach is both better and quicker than normal methods, increasing work quality and saving vast amounts of wasted time.

SAMPLE SOURCE MATERIAL

Making Ideas Happen – Scott Branson
Sticky Wisdom – Kingdon et al.
Left Brain, Right Stuff – Phil Rosenzweig
Start With Why – Simon Sinek



"The knack of reducing each technique to the absolute simplest explanation."

David Helps, Group Director of Innovation, Design Bridge