



# SKILLS DEVELOPMENT SERIES

## PERSUASIVE PRESENTATION SKILLS

### 2-Day Training Seminar

The purpose of most business presentations is not merely to inform – it is to win support for your ideas, to get buy-in for your proposals, to persuade. In this high-impact, two-day workshop, participants will learn what really matters in preparing and delivering a killer presentation: how to create a clear, concise, and compelling message targeting their audience; how to structure their presentation; and how to use a variety of persuasion techniques. They will also learn how to build rapport and develop presence to connect with their audience, as well as some powerful delivery techniques.

Participants will have the opportunity to deliver short presentations and be critiqued.

They will learn from this as well as from watching and critiquing others. We will also introduce a checklist to guide in crafting future presentations.

Note: This is not a typical presentation skills course. While we will pay some attention to delivery style, we will emphasize fundamental techniques of structure, message formulation, and persuasion techniques. We will not waste time on breathing exercises or tongue twisters. We will make you a much more compelling and persuasive presenter in two days. Workshop participants should expect to be challenged and to encounter new ideas.

30<sup>th</sup> (Tue) & 31<sup>st</sup> (Wed)  
January 2018

Holiday Inn Singapore  
Orchard City Centre

Master

### The Art of Persuasion

with



### Mr David Goldwich

- An engaging and award-winning speaker, who holds MBA and JD degrees, and specialises in the area of persuasive communications
- Began lecturing and training in 1995 and has taught at the tertiary level in the USA and in Singapore
- He practiced law in the United States for more than ten years and is a trained mediator

... read more on David on the following page!

*“Great trainer who makes things relevant. Activities, practices helped to make learning authentic and relevant. I am persuaded that this is definitely a course to be recommended.”*

Developed and  
organised by:



**MAXIMUS  
CONNECTIONS**  
*empowering people with knowledge*

# Bonus Gift!

Free special edition  
**Logitech Wireless  
Mouse** (with advanced  
tracking and nano receiver!)  
for each participant for  
group registrations of three  
and above only.





**OUR EXECUTIVE TRAINER**

**Mr David Goldwich**

David is a “reformed” lawyer who is committed to helping people get what they want by teaching them how to play the negotiation game and be assertive, compelling, persuasive communicators.

David has MBA and JD degrees from accredited and respected bricks-and-mortar universities. He practiced law in the United States for more than ten years, arguing before judges and political, government, and community bodies. He knows how to persuade the toughest audiences. David is trained as a mediator and has managed small businesses as well.

Recognising that lawyers perpetuate rather than solve problems, David began lecturing and training in 1995. He has taught at the tertiary level in the USA and in Singapore. As a trainer, David applies the “80/20 Rule” by identifying the few critical tools necessary for the greatest improvement and presenting them in a form that is easy to learn and simple to use. An engaging and award-winning speaker, David uses humor and stories culled from his own experience as a lawyer, businessman, and father to help people reach breakthrough changes in their personal and professional lives. He is the author of three books and numerous articles in his field of expertise.

**HEAR WHAT PAST PARTICIPANTS HAVE TO SAY ABOUT THE TRAINER**

*“Engaging presentation that is well-structured! Programme was effective in sharing the key to good and persuasive presentation.”*

**TIANG SHU HUI, ASSOCIATE PSYCHOLOGIST, MOE**

*“The Trainer was very engaging. The techniques shared during this course will be useful when I’m preparing for my future presentations.”*

**JESSLYN TAN, SPRING SINGAPORE**

*“David is clear in his objectives and explanations. I thoroughly enjoyed his training and found it very useful for my future presentations.”*

**RAMLAH JOHAR, CITIBANK**

*It's refreshing and it's important to recognize that an effective presentation calls for a lot of elements of persuasion. Good to know the tips and tricks. ... It was easy to understand."*

**LEE POH SUAN, GENERAL MANAGER, FINANCE, DB SCHENKER**

*"I found David to be extremely confident, patient, and knowledgeable. I learned many things from this course which will be useful for me in my everyday dealings."*

**VIJAY, QUALITY PROFESSIONAL**

*"Great trainer who makes things relevant. Activities, practices helped to make learning authentic and relevant. I am persuaded that this is definitely a course to be recommended."*

**BEE TZE, ASSOCIATE PSYCHOLOGIST, MOE**

## HOW WILL THIS COURSE BENEFIT YOU?

### BY ATTENDING THIS TRAINING SEMINAR, YOU WILL:

- **Know** what makes a presentation great
- **Understand** your role as a presenter
- **Cope** with nervousness and project confidence
- **Gauge** the mindset of your audience
- **Develop** a clear, concise, and compelling message and money phrase
- **Structure** your presentation for maximum impact
- **Connect** with and engage your audience
- **Develop** a professional stage presence using your voice, appearance, and nonverbal communication techniques
- **Frame** alternatives to get the results you want
- **Harness** the power of words, pictures, and stories to be more persuasive
- **Create** compelling visual aids to maximize the impact of your message
- **Use** powerful psychological principles to be irresistibly persuasive

## WHO SHOULD ATTEND

Managers, department heads, supervisors, purchasing agents, sales and marketing executives, public relations professionals, lawyers, accounting and financial professionals, government officials, IT and technical staff, customer service representatives, administrative staff, and others who wish to improve their public speaking and presentation skills.

## PROGRAMME OUTLINE

### Day One

*Registration & Light Breakfast (8.30am-9.00am)*

*Coffee Break (10.30am-10.45am)*

*Lunch Break (12.30pm-1.30pm)*

*Coffee Break (3.30pm-3.45pm)*

### Day Two

*Light Breakfast & Start of Day Two (8.45am)*

*Coffee Break (10.30am-10.45am)*

*Lunch Break (12.30pm-1.30pm)*

*Coffee Break (3.30pm-3.45pm)*

*Ends at 5pm each day.*

### INTRODUCTION

- ✚ What Makes A Presentation Great?
- ✚ We Don't Serve Vanilla
- ✚ The Three Components Of A Presentation
- ✚ Overcoming Stage Fright And Projecting Confidence
- ✚ Rule 1: Know Your Audience

### DEVELOPING YOUR MESSAGE

- ✚ Rule 2: Be Clear About Your Message
- ✚ What Is Your Purpose And Objective?
- ✚ The ACI Formula
- ✚ Character, Logic And Emotion
- ✚ The Phrase That Pays
- ✚ Rule 3: (You're Dying To Know This, Aren't You?)

### STRUCTURING YOUR PRESENTATION

- ✚ Da Daaah! Your Opening
- ✚ Bing, Bang, Bong: Organizing Your Ideas
- ✚ Boom! Your Close
- ✚ And The High Point

### DELIVERING YOUR MESSAGE: YOUR PERFORMANCE

- ✚ Making The Connection
- ✚ Your Voice — You're Not On The Radio
- ✚ Nonverbal Communication — Do's And Mostly Don'ts

- ✚ Nailing The Q&A
- ✚ What To Do When Things Go Bad ... Because They Probably Will!

### IT'S NOT A BEAUTY CONTEST, IT'S ABOUT PERSUASION

- ✚ Cialdini's Six Weapons Of Influence
- ✚ Priming — Should This Even Be Legal?
- ✚ Give Them A Choice: Framing, Contrast, And Persuasion By The Numbers
- ✚ Persuasive Language
- ✚ The Poetry Of Persuasion: Metaphors, Parallelism, And Other Memorable Turns Of Phrase
- ✚ Moving People With Stories
- ✚ Beyond Persuasion: Changing Minds

### USING THE TOOLS OF THE TRADE

- ✚ Visual Aids
- ✚ Media: Powerpoint, Whiteboard, And Flip Chart
- ✚ Slides: The Good, The Bad, And The Ugly
- ✚ Humor And Props
- ✚ Your Appearance

### Workshop Methodology

Presentation/discussion, Demonstration, Interactive sessions, Presentations and critiques, Videos

**REGISTRATION CONTRACT**

Please complete this form immediately and fax to  
(65) 6234 2106 or scan and e-mail it to  
[register@maximusconnections.com](mailto:register@maximusconnections.com)

**A. Delegate's details**

1) Name: \_\_\_\_\_  
Position: \_\_\_\_\_  
Email: \_\_\_\_\_

2) Name: \_\_\_\_\_  
Position: \_\_\_\_\_  
Email: \_\_\_\_\_

3) Name: \_\_\_\_\_  
Position: \_\_\_\_\_  
Email: \_\_\_\_\_

Organisation: \_\_\_\_\_

Address 1: \_\_\_\_\_  
Address 2: \_\_\_\_\_

Country: \_\_\_\_\_ Postcode: \_\_\_\_\_

Nature of Business: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

**B. The Invoice should be directed to (Dept)**

Name: \_\_\_\_\_  
Dept: \_\_\_\_\_  
Tel: \_\_\_\_\_  
E-mail: \_\_\_\_\_

**C. Authorising Officer's details**

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Tel: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**This booking is invalid without an authorised signature.**

**2-Day Seminar Fee:**

- S\$ 955 nett** per delegate  
(Early Bird Rate, by 15<sup>th</sup> December 2017)
- S\$ 1,048 nett** per delegate  
(for registrations after 15<sup>th</sup> December 2017)
- Group Registration** (three and above in one application):  
each participant entitled to a Logitech Wireless Mouse

[Fee includes documentation, refreshment, lunch & all relevant taxes (we do not charge GST)]

*A certificate of recognition will be given upon course completion.*

**TERMS & METHOD OF PAYMENT**

An official invoice will be sent to you after receiving the registration contract. Placement is only confirmed when full payment is received within **twenty-one (21) days** from invoice date. We reserve the right to impose late payment charges. For late registrations, payment must be received prior to the course date.

- 1) Cheque :** Made payable to  
**Maximus Connections**  
Send it to:  
Maximus Connections (Payment 184),  
9 Bishan Street 15 #31-18 Singapore 573909
- 2) Bank :** DBS Bank, Singapore  
Current Account Number: **070-900872-0**  
(Quoting your Company Name and "P184" as reference)

**CANCELLATIONS & SUBSTITUTIONS**

All cancellations of registration must be notified in writing. If cancellation by 9<sup>th</sup> January 2018, you will be entitled to a 50% refund. Regrettably, no refund will be given for cancellation after 9<sup>th</sup> January 2018. However, a complete set of documentation will be sent to you. Substitutions are welcomed at any time before 23<sup>rd</sup> January 2018 with formal notification in writing.

**NOTE**

It may be necessary for reasons beyond control, to change the content and timing of the event, speaker(s) or venue. Every effort will be made to inform the participants of the change. Maximus Connections will not be held liable for any costs arising from this change.

**HOTEL ACCOMMODATION**

Accommodation is not included in the fees. If you need accommodation at the workshop venue, kindly contact Holiday Inn Singapore Orchard City Centre, 11 Cavenagh Road, Singapore 229616, Tel (65) 6733 8333. Or visit [www.holidayinn.com/sin-orchard](http://www.holidayinn.com/sin-orchard)

**REGISTER NOW**

Contact **Mr Ryan Loh**  
Tel: (65) 6451 7698, Fax: (65) 6234 2106  
Email: [register@maximusconnections.com](mailto:register@maximusconnections.com)  
[www.maximusconnections.com](http://www.maximusconnections.com) (Regn No: 531 13082K)