

# TOM



delivers

# Powerful Presentations

2 exciting days that will change your whole perspective on presentation design and delivery



Presentations



Seminars



Speeches



Public Speaking



Lectures

proudly presented by

**TOM**  
INTERNATIONAL



# WHY participate in this amazing programme?

## Well ... If you would like to receive feedback like this...

*We used to spend about 90 minutes on a typical presentation, with an uptake of about 20% retention. What's the difference now by using the TOM techniques? Retention rates are at about 90%, and the process is explained within 5 minutes: Engagement and Retention increased - actual delivery time decreased. A double result in any presenters book!"*

**David Kent**  
**Learning & Development Manager - Sales.**  
**Coors Brewers Limited**

## ... and this...

*"Without exception the response from everyone has been fantastic. I have already put it into operation and to quote "it's a hit!"*

*We all really enjoyed it and learnt from it and I'm confident that delivering presentations will become something to look forward to rather than a chore. To sum up... fantastic and thank you!"*

**Bridget**  
**Boden (clothing)**

*"Thought-provoking, powerful, learning a lot whilst having fun, energetic, memorable, genuine ... I have rarely witnessed such powerful and impactful presentations"*

**C.G.**  
**One of the BIG FOUR global accounting firms**

*"Bounced in the next morning highly motivated - and received the best feedback ever!!! It was great to be able to implement elements straight away without having to go away and reformulate our presentations - which so many other presentation skills courses necessitate"*

**Jane Edis**  
**West Midlands Probation Service**



...then maybe you  
need to do this...



## The ultimate 'Presentation Skills' course!

### WHAT is it?

In two dynamic, inspirational and confidence-building days, participants will learn to design and deliver presentations in a brain-stimulating way. They will enhance their toolkits using En-Lightning Learning techniques such as Memory Linking, Multiple Intelligences, Accelerated Learning and NLP to design and deliver high impact presentations. This is no 'presenters tricks' course – it will take you into a new realm of understanding the communication design and delivery process and how to work with it. Rather than teach a variety of techniques that could be reproduced, we will focus on the basic principles of creativity and invention so that participants become adept at creating their own communication devices set in their own style.

Powerful Presentations workshops don't produce clones, but focus on utilising a presenter's natural ability to develop unique ideas for transforming a variety of topics into enjoyable and effective presentations. We will also focus on "the art of engagement" – how to grab attention, hold it and have it acted on. Job done.





## WHAT'S on the agenda?

Lots of PRACTICE! But in particular ...

- Discovering how to have fun AND deliver stimulating presentations
- The Power of TOM – using Trust, clear Objectives and strong Motivation to engage your audience
- Memory Linking - enhance memorability using Words / Images / Feelings / Actions
- Maintaining audience's optimum Learning States
- Using the Magic of Multiple Intelligences to fully engage your audience
- Halve delivery time and double your audience's ability to recall the information you deliver
- Outcome is King – learn how to set yourself realistic yet inspirational presentation objectives
- Setting Visualised Inspiring Specific Time-bound Assessable objectives
- The power of music and movement in providing a stimulating environment for your audience
- Communication Skills – Listening/speaking, asking/telling – 'Watch your Language!'
- Design and Deliver your own new presentation

## WHAT else do you get for your investment?

- All course materials including a comprehensive workbook and a small box of essentials for creating high quality En-Lightning presentations
- The opportunity to learn, practice and share new skills and ideas with other professionals
- Scientific back-up – if you want/need it - for all the techniques and concepts we will be using. But essentially we will be there to help you put it all into practice.
- You will completely design (or re-design) a presentation and deliver it to a group of your peers and in an En-Lightning way.
- Post-course phone or email support should you want or need it
- A whole bunch of 'stuff' (technical term) you can use the very next day PLUS you'll have 2 days of FUN (unless you don't want to)





## More... WHY do this course?

If you need to deliver information to others and have them act on that information, this course will enable you to:

- **Deliver Content Faster – multi-sensory delivery skills speed learning, change behaviour and save money**
- **Create enjoyable presentations** – Stimulating learning experiences enhance learning and integration
- **Present more effectively** – learn to create enjoyable and stimulating sessions where you can deliver twice the content in half the time with double the recall.

Participants in this lively and activity based workshop will leave with a clearer understanding of the principles of En-Lighting Learning and numerous tips on how to deliver interesting, engaging and effective presentations.

By the end of the 2 days participants will have actually re-designed 'and presented' some of their own material. Working together on the workshop activities will assist them to actually 'feel' more confident.

As the course has a very practical base this new confidence has the effect of carrying over into the workplace. In addition participants will acquire simple checklists for ensuring exciting and dynamic presentations that are easy to learn, recall and apply.

## WHO is this course for?

Presenters, Marketers, Sales people, Trainers, Teachers, Consultants, Team Leaders, Department Heads, Engineers, Managers, Executives, Co-ordinators, Entrepreneurs, Parents ... in fact, anyone who needs to get their ideas across to someone else (and have them acted on!) Whether you are new to presenting or an experienced public speaker, TOM is sure to have something to offer you. We have had presenters and speakers with 20 years experience completely revamp their presenting style.





*'...the confidence the course has given me, is probably my biggest plus. I was pleased that within a matter of days I was able to give a presentation to my peers without much preparation time and while under, what felt like extreme pressure!! I will certainly be taking this new found confidence into the workplace!'*

**Trevor Hawke - Wragg and Co**

## WHY our methods work

### 1. Emotional Content

Somehow we have to have our emotions involved to facilitate the consolidation of memory and the application of concepts / ideas. Medical science still doesn't have a firm handle on exactly how this memory process works, but several things have started to become clear. We have to be able to 'see ourselves' doing it (whatever it is) which triggers off the 'feeling' of doing it – which is of course, physiologically, almost the same as doing it. The biggest challenge for any presenter is to make the (what seems like) Quantum Leap from experiencing it during your workshop to experiencing the same feelings and results in the workplace. En-Lightning learning has been successful at assisting with this leap by focusing on workshop activities, exercises and materials that stimulate delegates' brains so that they fully experience the new skills and embed the techniques.

### 2. Show, tell, do and teach

Our *Powerful Presentations* workshops are designed not only to impart advanced communication skills to participants, but to also be a showcase for the concepts being taught. We will continually ask participants to be 'in-frame', as part of the workshop, and 'out-frame' as objective observers of the process. It is a unique learning experience. You will leave this course genuinely excited about your next presentation.

## WHERE can you attend?

Please go to [EveryoneagreeswithTOM.com](http://EveryoneagreeswithTOM.com) and view our 'Events' page for the next scheduled Open Workshop.

**OR...** we can come to you. If you have a team you would like to share this experience with, we will run an In-house workshop at the venue of your choosing and for a more 'budget-friendly' business to business investment.

Have an 'in-house' presentation skills need, but you're having trouble deciding who to get in to help? You may be eligible for one of our...

### "FREE Taster Sessions"

Experience our materials and style to make an informed decision. We ask that:

- 8-10 people attend. This way, you get to see how we train, not how we sell or perform at meetings
- there is at least 1 key decision-maker present



## ...more feedback from this course...

*"The course was an eye opener for me personally. ... I would recommend this course to anyone involved in the development of people."*

**Paul Houston**  
**Rolls Royce**

*Thank you very much for a great two days. I have not stopped talking about it to all my colleagues. I have so many ideas in my head now and where as before I would say I don't know where to start; now I DO know where to start, and I have!"*

**A.T.**  
**Selfridges**

*"... the training was brilliant and by far the best I've ever attended! Thanks so much for a truly inspirational 2 days."*

**S. M.**  
**Dunnhumby**

*"I wanted to say thank you, for making me step outside my box and all that safe stuff and try something new and different. I will be putting loads of those new ideas into practice, and guess what; I Can! Thanks"*

**M C**

*"Both days were lively, entertaining and most importantly (for me at least) informative and educational, and I have taken away many positive pointers to use in both my professional and private lives."*

**Mark Hammett**  
**Arriva**





## So... WHAT'S the investment?

Check with the TOM Team in your part of the world for up to date details of course fees.

*"I really can't express the extent of my gratitude to you for leading such a rewarding couple of days. I have wasted no time in putting the lessons learned into practice. New dawn!!! Many, many thanks."*

**Paul Rowley**  
**Director, Comply Training**

**An En-Lightning response  
would be to contact us to find out more!**

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