

# Training Course Conspectus 2011



Business Presentation Skills

Advanced Presentation Skills

Effective Demonstrations Workshop

Leadership / Introduction to Management

Young Markets

# Effective Business Presentations

- Be more confident when giving a presentation
- Make presentations that change how people think
- Add a WOW! factor to your presentation
- Deliver your message with power and confidence

## Typical Participants:

Anyone who has to give presentations at work, both novices and the more experienced including: Sales, Marketing, Consultants, Trainers and Line Managers

## Course Dates:

Location	Dates in 2011
Reading	Thurs 14th July 2011 Tues 4th October 2011
Guildford	Tues 26th July 2011 Thurs 13th October 2011 Fri 2nd December 2011
Oxford	Tues 21st June 2011 Fri 23rd September 2011 Tues 13th December 2011
Heathrow	Thurs 10th June 2011 Tues 13th September 2011 Thurs 10th November 2011
Slough	TBA
Camberley	Thurs 18th August 2011 Tues 22nd November 2011
Basingstoke	Fri 1st July 2011 Tues 1st November 2011
London	Tues 24th May 2011 Tues 6th September 2011 Tues 18th October 2011



Every delegate receives a copy of my book

**"The A to Z of Effective Business Presentations"**



## Objectives:

This one day course is designed to instil confidence and improve your presentation skills.

By attending this training, delegates will:

- Stop worrying about being nervous.
- Discover how to give an informative, compelling and entertaining presentation.
- Motivate their audiences.
- Know how to structure an effective presentation
- Be more confident when talking

*"An excellent course which was informative and in-depth. It really allowed me to discover the art of presenting!"* [Simon Jeffrey, AOS Studley](#)

*"The best and most helpful presentation course that I have attended"* [Andrew Cutler, Sales Director, Card Connection](#)

*"Excellent course covering a broad range of topics with useful hints & tips"* [Mark Stanton, Fluor](#)

*"Very good clear concise delivery of a confidence inspiring course"* [Shakeel Akram, Oil Plus](#)

*"Already a clear improvement in my presentation skills. Very Useful!"* [Tom Levey, Proxima Technology](#)  
See page 8 for more testimonials

# Advanced Presentation Workshop

- Tune your presentation skills
- Enhance your stage presence
- Handle awkward questions
- Transform your audience engagement
- Refine your presentation content

## Typical Participants:

Aimed at people who have conquered their fear of presenting and who now want to raise their game to a new level.

It is particularly relevant to people who have an important presentation coming up, which they want to ensure is successful.



## Course Dates:

Location	Date
Guildford	TBA
Reading	TBA
Oxford	TBA
Heathrow	TBA

This workshop has a strong practical element of presenting, reviewing, revising and representing, using video feedback.

Rather than having a fixed set of teaching topics the aim of the workshop is to focus on the aspects of the **participants' presentation which they feel require the most improvement.**

No two workshops are ever the same and delegate numbers are strictly limited to only 4 presenters to ensure everyone gets the individual attention they desire.

## Objectives:

The objective of this workshop is to fine tune the **presenter's skills and his or her presentation**, to maximise the opportunities provided by its delivery.

By participating in this workshop you will discover:

- The strengths and weaknesses of your presentation style
- How to crystallise your objectives for a presentation
- The affect of a clear objective on a **presentation's content**
- How to structure your presentation for maximum effect
- How to handle awkward questions
- What to do with disruptive elements of the audience
- Ensure you have a positive influence on all your audience
- Diminish the effects of bad habits
- How to design your slides for maximum attention
- Hundreds of trade secrets, hints and tips to ensure your next presentation is a winner

This is your opportunity for personal tuition to improve your own presentation style.

# Effective Demonstrations Workshop

- Tune your pre-sales demonstrations
- Have clear objectives for your demos
- Transform your audience engagement
- Bring out the benefits of your application
- Keep your audience engrossed

## Typical Participants:

Aimed at pre-sales people in technology companies who regularly demonstrate their applications as part of the sales process.

## Course Dates:

Location	Date
Basingstoke	Thurs 16th June 2011 Tues 15th November 2011
Guildford	Tue 19th July 2011
Reading	Thurs 8th September 2011
Oxford	Tues 11th October 2011
Heathrow	Tues 9th August 2011

Most pre-sales staff learn how to demonstrate their technology by watching other people in the company doing it. Very few take the time out to think about the objectives of their demonstrations or consider if there would be a better way to structure the demonstration.

This course gives them that opportunity under the experienced eye of someone who has been there done it and understands the unique environment of a software demonstration.

A demonstration should not be about how the application works but very specifically to prove the benefits it delivers.



## Objectives:

This workshop explores the attributes of an effective demo. How to grab people's attention and then keep it while you highlight the real benefits of your application. By participating in this workshop you will discover:

- Why you give demos
- What aspects to focus on
- The importance of showing the results first
- How to structure your demos
- How to make them memorable

Bring your laptop as this is a very practical hands-on workshop, where you will be showing off your new found demonstration skills to the rest of the class.

## Agenda:

- Introductions
- Purpose of a Demonstration
  - 5 Key Aspects of a demo
- Deciding What to Show
  - FAB
- Preparing your Audience
  - SPIN
- 3 Components of a Demonstration
  - Visual, Verbal, Vocal
- Demonstration Structure
- Making it Memorable
- Question Handling
- Demos In Action (Practical)
- Summary

# In-House Training

- More economical
- Tailored to the needs of your staff
- Wider variety of topics

In addition to the public courses Young Markets would be happy to quote for running an in-house course.

Running the course in-house frees you from the constraints normally associated with a public course.

You can decide on the length of the course, the location and the exact contents. In addition to Effective Business Presenting, Young Markets can also provide in-house training in leadership skills, finance for the non-financial employee, employment law and Exhibiting at a Trade Show.

## **In-house Presentation Skills Training**

As well as running our standard public course agenda in-house at a cost saving to you of 30% for 6 people

Other variations include running a two day course, which has lots more time dedicated to practise presentations. This enables your staff to become more competent with their new found skills.

Young Markets can also run a course for more experienced presenters which assumes much of the basic knowledge and focuses on enhancing the **presenters' own style**.

## **Leadership Skills & Teambuilding**

Our Leadership Skills programme is designed to better equip the participants with the skills and knowledge required to effectively lead their teams.

It provides a good deal of management expertise, delivered in a readily-understood fashion, through highly participative and interactive sessions. The aim of the programme being to make sense of the theories, so that, you can use the knowledge in your day-to-day work. The programme is eye opening, participative and fun.



The programme takes a minimum of 2 days but can be extended to include 8 or more follow on modules. See pages 5 & 6.

## **Finance For the Non-Financial**

Understand more about financial documents and feel confident with a wider range of financial terminology.

Includes:

- Interpreting a Balance Sheet
- Understanding a Profit & Loss Account
- The meaning of a variety of commonly used terms and conventions

## **Employment Law for Managers**

Understand how Employment Law can offer practical solutions with real business benefits.

Includes:

- Dispelling the myths of Employment Law
- Discrimination in the workplace
- Bullying and Harassment at work
- Grievance, Discipline and Dismissal

## **Effective Demonstrations**

Are your pre-sales demonstrations as effective as they could be? Run in-house this course focuses on your products and your demos to ensure they are **targeted at your prospective customers' needs**.

# Introduction to Management & Teambuilding

## Introduction

A range of soft-skills training events for Managers and their teams.

A good deal of management expertise, delivered in a readily-understood fashion, through highly participative and interactive sessions. The aim of the programme being to make sense of the theories, so that, participants can use the knowledge in your day-to-day work. The programme will be meaningful, eye opening, very participative and fun.

The programme starts with a two-day core programme and then continues with a number of one-day modules which will draw from, and build upon, the concepts covered in the core programme. Each participant will also have a TMS profile created for them. This is a personal profile that will help participants understand where they can make the best contribution to different teams, and it gives them a greater understanding of how to lead and/or interact more effectively with their colleagues.

Module Title	Content	Why cover this?
<p>Introduction to Management &amp; Leadership</p> <p>Taking the Reins</p>	<p>Understanding ourselves and others</p> <p>Proactivity – getting off the nail</p> <p>The multiple faces of leadership</p> <p>The difference between leadership and management</p> <p>Identifying preferred team roles</p> <p>Building on strengths, mitigating weaknesses</p> <p>Practical exercise in leadership and team work</p> <p>Personal and group action plan</p>	<p>Defines leadership in terms that are relevant to themselves and the environment in which they work. Confirms the leadership qualities they already possess and identify areas for development.</p> <p>Gain insight into team work theory and the TMS team profiling tool. Practical team challenge makes sense of the theory in a hands-on way.</p>
<p>Rounding Square Wheels</p>	<p>The difference between groups and teams</p> <p>Goal setting</p> <p>High-Performance Teamwork restoring and building energy and commitment</p> <p><b>'Hunters and Farmers'</b>.</p> <p>Building team trust</p> <p>Practical exercise in team work and communication</p> <p>Personal and Group action plan</p>	<p>Takes understanding of <b>'teamwork' to the next level</b> with an important opportunity for them to get it right themselves as they might well have <b>'failed' the team challenge</b>.</p>

## Optional Modules

Any or all of the following optional modules can then be added to the core programme to provide a well rounded introduction to leadership and management. These modules are usually either half or full day events with an emphasis on practical activities, self discovery and guided learning activities.

Module Title	Normal Content	Why cover this?
He Said What???	Communication Styles Communication Skills Managing Meetings Influencing Skills	Poor communication wastes time, creates conflict and undermines teamwork.
Right-Brain Thinking	Problem Solving Creativity and Innovation Continuous Improvement	Because there is nearly always a better way. Techniques to help us find it.
Crisis, What Crisis?	Managing Conflict Dealing with Pressure Avoiding Stress for ourselves and our teams.	Conflict can be healthy, change can be positive. High levels of pressure that translate into personal stress, are not good
Grow Your People	Skills Audit Giving Feedback Coaching Skills	So that staff will thank you for spotting their strengths and helping them grow and develop.
So you want to work here?	Interviewing Skills Getting the best from the interviewee Remaining objective, keeping it fair.	Hiring the right staff makes all the difference. Spot the heroes and villains
Customers <b>Can't please them, can't shoot them</b>	Complaints are Good! <b>Getting 'side-by-side'</b> The customers DNA Internal Customers count too	<b>The customer is 'not' always right</b> , despite the popular saying, but they are always the customer. Better relationships with clients mean less conflict and happier teams.
What the numbers mean	Interpreting a Balance Sheet Understanding a P&L Account The meaning of a variety of commonly used terms and conventions	Understand more about financial documents and feel confident with a wider range of financial terminology
The Law at Work	Dispelling the myths of Employment Law Discrimination in the workplace Bullying and harassment at work Grievance, Discipline and Dismissal	Understand how Employment Law can offer practical solutions with real business benefits

## Programme Content

The above is a suggested programme, however, this can be tailored to your specific requirements.

Phone: 01276 502257

Email: [bookings@youngmarkets.co.uk](mailto:bookings@youngmarkets.co.uk)

Web: [www.businesspresentation.biz](http://www.businesspresentation.biz)

# Customer Testimonials

Here are just some of the nice things participants have said about my courses:

The course really helped me to create a presentation that focused peoples attention on my message and what I was saying. [Mark Rice ,Sales Manager, Actinic](#)

Graham Young's one-day course on improving presentational skills was pitched exactly right - providing enough substance and encouragement to make me feel that it all made sense and would enable me to overcome the fear of standing up and talking to any sized group. Excellent! [Andy Farrar, Commercial Director, AirData](#)

The best and most helpful presentation course that I have attended. [Andrew Cutler, Sales Director, Card Connection](#)

Very good, I enjoyed the session and have acquired valuable knowledge on presentation skills. Exceeded my expectations [Sharron Chan, Senior Account Executive, Infor](#)

I thoroughly enjoyed the day and I am pleased to have learnt many more skills for future presentations! [Sophie Ash, Account Manager, Ontrack Data Recovery.](#)

The course was excellent and I was delighted with the techniques, which I can now apply to the whole presentation for my roadshow. [Gary Lewis, Head of Operations, Travel Trust Association.](#)

A very useful course, approaching this as a sceptic with very limited experience in presentation preparation and performance, I was somewhat surprised by how much this course has boosted my confidence and enabled me to present technical data and arguments to my colleagues, clients and prospective clients much more effectively. [Christopher Harper, Oilplus Ltd](#)

Already a clear improvement in my presentation skills. Very Useful! [Tom Levey, Proxima Technology](#)

Although I consider myself to be an experienced presenter this is the first time I have taken a formal presentation course. The format was excellent and my course tutor Graham came across very well, overall my learning experience has been beneficial and has had a positive impact on my presentation style and content. [Tony Morton, Premier Asset Management](#)

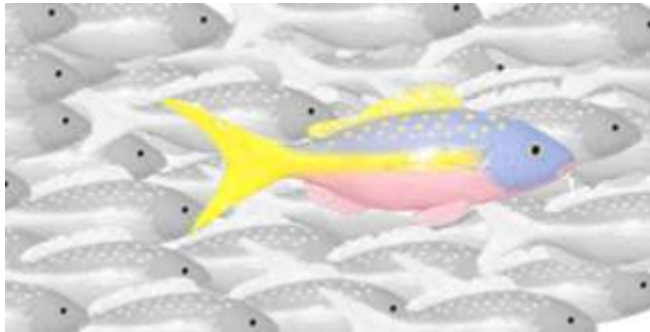
An excellent course which was informative and in-depth. It really allowed me to discover the art of presenting! [Simon Jeffrey, AOS Studley](#)

Focused, professional, informative and fun also. A great mix of skills and very thought provoking. A beneficial session indeed. [Ian Christie, Premier Asset Management](#)

Graham Young provided a first rate presentations training course, covering all the essential components of good presentations in a single day. There was also time for us to give 2 presentations and receive constructive feedback, due to the small size of the group. Overall I was very impressed with the effort and enthusiasm Graham put into the course, and would have no hesitation in recommending it. [Dean Stewart, Rogue Wave Software](#)

Has really got me thinking differently about giving presentations. Lots of good advice [Jeff Rose, Fluor](#)

# Fees and Booking



Stand out from  
the crowd, with  
skills training from  
Young Markets

## Course Fees:

Effective Business Presentations public courses £325 (excl VAT) per delegate.

Effective Demonstrations Workshop £325 (ex VAT) per delegate

Fee includes training, lunch, refreshments and course materials.

VAT is charged at the standard rate, currently 20%

The cost for an In-house courses depends on the course but usually £1,150 per day.

Introduction to Management/Teambuilding Programme will cost between £4,000 and £18,000 depending on the modules taken and the numbers of participants.

Discounts are available for sole traders, charities and multiple bookings.

## To book:

Call: 01276 502257

Click: [www.businesspresentation.biz/book\\_course.htm](http://www.businesspresentation.biz/book_course.htm)

Email: [bookings@youngmarkets.co.uk](mailto:bookings@youngmarkets.co.uk)

## Locations:

All our public training courses are hosted in modern offices, with good transport links.

Usually, a cold finger buffet is served for lunch with a mixture of different foods to suite every taste.

Water is provided through out and coffee or tea is served during the breaks.

## Active Learning:

Our courses are very interactive, because we believe that the best way to learn something is by doing it.

To quote an old saying by Confucius:

"I hear, I forget.

I see, I remember.

I do, I understand."

Come prepared to participate and you will gain far more from your training investment.

## Money back Guarantee:

If you are not fully satisfied with the content or delivery of the course, we will refund 100% of your course fees.

Phone: 01276 502257

Email: [bookings@youngmarkets.co.uk](mailto:bookings@youngmarkets.co.uk)

Web: [www.businesspresentation.biz](http://www.businesspresentation.biz)

# Young Markets

Effective Business Communications

# Terms and Conditions

## Payment

The training course fee must be paid, in full, no later than 7 days prior to the start of the training course. Young Markets reserves the right to reallocate the training course place(s) to another delegate if fees are not paid in time.

The course fee covers training, course materials, certificate, lunch and refreshments during the day.

Travel and Accommodation is the responsibility of the delegate and is not included in the price of the course.

## Cancelling Training Courses

All cancellations and postponements to bookings must be made 14 days prior to the start of the course. Cancellation Fees apply as follows:

- Over 14 days before the start of the training course – no charge.
- 7 to 14 days notice – 50% of total order value.
- 7 or less days notice – 100% of total order value.

Delegates attending any part of a course will be charged the full amount.

No refund can be issued where clients leave the course early.

Where any bookings are postponed by clients and a new date is not confirmed, a credit note will be issued.

All Credit notes are valid for 12 months after issue date and can be redeemed against any public scheduled course or courses.

## Changing Delegate Details

There will be no charge if a substitute person wishes to replace the original delegate. Please inform our office of any change to the original booking.

## Cancellation of training course and changes to training course content.

**Young Markets' training courses are constantly updated** and improved and Young Markets reserves the right to alter any of the courses' content without prior notice.

Young Markets reserves the right to cancel a training course at any time without liability. In these circumstances, delegates will be offered an alternative date, a refund or a credit note. To the fullest extent permitted by law, Young Markets will not be liable to the client in contract, tort, negligence or otherwise for any loss, damage, costs or expenses of any nature whatsoever incurred or suffered by the client as a direct, indirect, special or consequential nature arising from such a cancellation.

## Copyright and Liability

It is acknowledged that all intellectual property rights, including copyright, remain the sole property of Young Markets and any copies made of course materials will be an infringement of copyright unless agreed in advance and in writing by Young Markets.

All information provided by Young Markets is given in best faith and Young Markets will not be held responsible for actions taken by the Client, any other individual or organisation as a result of the information provided during the training course.

Partners: G F & P Young VAT No.: 733 6952 14

Websites: [www.youngmarkets.co.uk](http://www.youngmarkets.co.uk) &

[www.businesspresentation.biz](http://www.businesspresentation.biz)

Address: Broomlyns, Darby Green Road, Blackwater, Camberley, Surrey, GU17 0EA.

# Young Markets

Effective Business Communications

Phone: 01276 502257

Email: [bookings@youngmarkets.co.uk](mailto:bookings@youngmarkets.co.uk)

Web: [www.businesspresentation.biz](http://www.businesspresentation.biz)