

The Natural Presenter

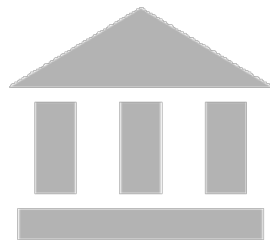
The Natural Presenter

A 30 day professional development programme to help a team of 8 individuals deliver clear and memorable presentations showcasing their own natural style.

THE NATURAL PRESENTER



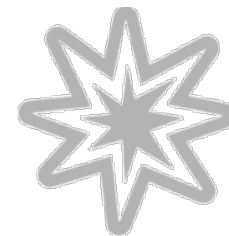
CLARITY



STRUCTURE



NATURAL



IMPACT

Authentic behaviours that sell

The Natural Presenter: High Level Overview



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What is the programme?

The Natural Presenter is a 30 day blended learning development programme to provide your teams of up to 8 people, regardless of experience, with the ability to make clear and compelling presentations in their own natural style. The programme is built around 4 key principles that drive successful presentations:

1. **Clarity:** Develop clear and focused messages that sell, inspire and persuade.
2. **Structure:** Build your presentation using Natural Training's Smart Structure template - flexible for every style of presentation.
3. **Natural Style:** Receive excellent coaching to develop the confidence to present in your own natural, authentic way.
4. **Impact:** Learn how to support your presentation with the right personal and AV impact including the latest technology

Why is it important?

There are presentation programmes everywhere, but only one that focuses on building natural, authentic style. This means that your audience, customer or internal department will buy into you, helping you to agree consensus, sell a message and close deals.

The world is full of great products, but the money goes to the best communicators - the authentic, natural humans who move audiences to take action.

How do we change behaviours?

We can't change anyone's behaviours - anyone who thinks we can is misinformed. Instead, delegates change their own behaviours. Our role is to create an enabling environment and provide opportunities for people to become inspired by what their peer group is achieving, which becomes the new measure of success. The Natural Presenter is a compelling, professional programme that builds over a 30 day blended learning period. At its heart sits lots of practical application based on presenting to your real customers.

We will work with your CRM to track all opportunities that we develop - internal and external - creating a new culture of presentation excellence.

When can I start my team on the journey?

There are 3 important steps to getting started:

1. Identify your group for the programme. The ideal group size is 6-8 - we can flex according to your needs.
2. Book a phone call with your Natural Training Account Manager on +44 207 264 1150 to tell Natural about your unique situation, so that they can tailor the programme to your needs, and choose the right trainer for you.
3. Complete a booking form and send it to Natural. The programme costs £8,950 for 30 days, and requires around 4.5 days investment of time from your team in contact and non-contact hours, and 2.5 days from Managers. It is intensive, and complete - if you invest in this, we will absolutely establish real change and a culture of success for your people.

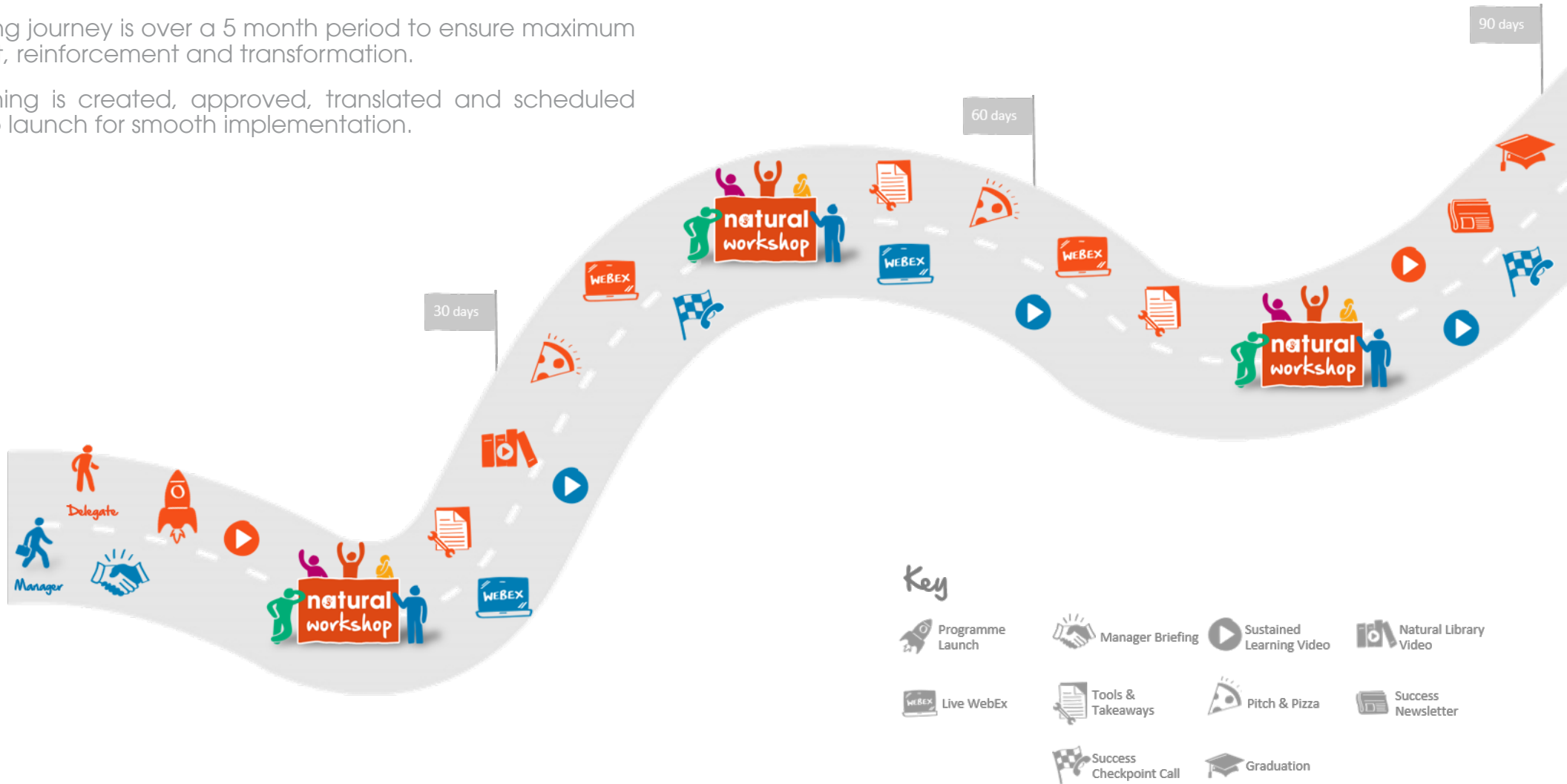
"Natural continue to provide best value to our whole organisation through fresh, world class blended learning with tangible results. One recent programme paid itself off in 3 weeks."
Anthony Cole-Johnson,
Head of Sales
Productivity, SkyBSB

Authentic behaviours that sell

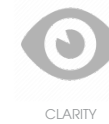
The Natural Presenter: Transformation Pathway

Learning journey is over a 5 month period to ensure maximum impact, reinforcement and transformation.

Everything is created, approved, translated and scheduled prior to launch for smooth implementation.



The Natural Presenter: Learning streams explained



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At the heart of the training programme are three days of face to face training: workshop 1 as we explore clarity and structure, workshop two as we build your natural style, and workshop three as we add impact. In between and following the workshops are loads of learning resources to help build your confidence and technique.



STREAM 1: CENTRED AROUND 1 DAY WORKSHOP

CLEAR & MEMORABLE PRESENTATIONS

The first face to face workshop is about developing clear and memorable presentations. There are two key ingredients to this: message creation, and structure. When both of these come together the individual is able to focus on the audience, with a minimum use of notes, and deliver an outstanding presentation.

We start the day with presentations from everyone, and feedback from our expert coaches. We then explore:

- The psychology of clear communication and authentic, natural style
- How to construct a focused and clear message using our FocalPoint tool
- The structure of high impact presentations: we show your group our SmartStructure tool and develop a presentation using it in less than 20 minutes
- Delegates present again using the SmartStructure as they continue to build their natural style
- 45 minutes of homework to be submitted to your Coach and Manager
- Action planning for the next 2 weeks to use the tools in real work scenarios



STREAM 2: CENTRED AROUND 1 DAY WORKSHOP

DEVELOPING YOUR NATURAL STYLE

Having introduced the new presentation tools on day one, and with a 7-10 working day break built in, it's now about building natural style.

Model on day one, now we develop it further, learning how to bake it in to the relevant interactions you have with customers.

In this session, we unpack those milestone communications, and repack them using the One Big Insight model.

Typical communications include:

- New business meetings
- LinkedIn profile and updates
- Customer review sessions
- Customer update emails and newsletters
- Tenders and pitch presentations
- Casual conversations and networking events

The key with all of this is that it can't be over baked – it must be natural and flowing. We need to ensure there are subtle nudges towards new sales practice. To help, we include lots of application and at the end put in some action planning, inviting everyone to keep a two-week journal before the final workshop



STREAM 3: CENTRED AROUND 1 DAY WORKSHOP

ADDING IMPACT

After two weeks of activating the skills, we all get together for one more day to consolidate our learning, refresh on key points, and provide some advanced techniques to ensure a high group level of competency.

Included:

- The power of differentiation – how the difference can come through not WHAT you sell, but HOW you sell it
- A new communication tool that front-loads Insight into your conversations and written communication
- Additional advanced focus on: Loss aversion, behavioural economics and neuromarketing. How to use these concepts to help customers move more quickly and agree to your proposals
- Graduation for everyone who has managed to keep the journal and see some early success
- A pathway to graduation for others

We finish off with the Natural Action Map, ensuring that there are firm commitments, published to Managers, that outline how this learning will turn into results over time





Authentic behaviours that sell