



MASTERING
POWER
PRESOS

make
impactful
presentations

FOR EFFECTIVE COMMUNICATION

DXANDBEYOND.COM

GREAT INFORMATION DELUGE AND THE WAR FOR ATTENTION

Today's "Digital Deluge" resulted in an information-saturated age, that has not only drastically shortened average attention span, but has also caused extremely "time impoverished" days in our lives. Today, where "Skip Intro" has become the norm - seeking undivided attention to be able to communicate effectively (and hoping that it would stick) - has become elusive.

And when it comes to business, this "war of attention" has made business communications tricky. In a backdrop where brands and companies are fighting to get a slice of attention from their customers - business leaders need to increasingly adopt & practice "story telling" to be heard! Story Telling has become far more crucial than the facts & figures to create "sticky" communication.



On an average, only 10% of our messages stays after 48 hours, in the mind of recipients.

IDENTIFY VALUE MESSAGES

BUILD POWER CONTENT

POWER CONTROL ATTENTION

WHY DO YOU CARE



STAND OUT AND DIFFERENTIATE

GRAB ATTENTION AND STAND OUT WITH YOUR MESSAGES TO DIFFERENTIATE YOUR BRAND AND YOUR PROPOSITIONS



CREATE STICKINESS

CREATE A LASTING IMPRESSION & ENSURE YOUR MESSAGES STAY WITH YOUR TARGETS EVEN AFTER PRESENTATION IS OVER



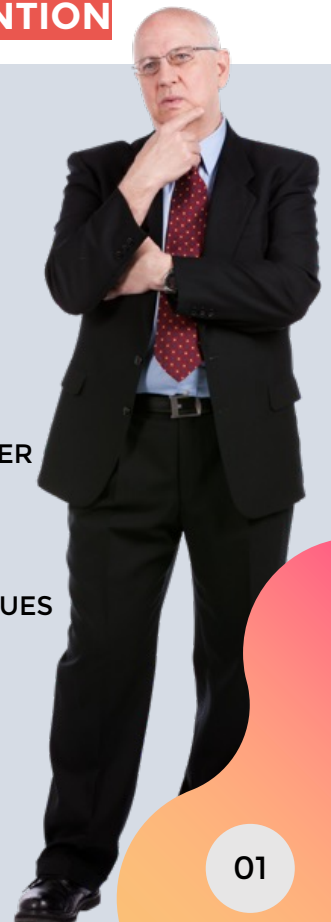
COMMUNICATE VALUE

AVOID STANDARD BOILERPLATES AND FOCUS ON "WHAT MATTERS MOST" FOR YOUR TARGETS TO COMMUNICATE VALUES



HUMANIZE COMMUNICATION

FOCUS ON YOUR AUDIENCE AND "POWER POSITION" CUSTOMIZED MESSAGES TO MAXIMIZE YOUR TOUCH TIME



WHO IS THIS PROGRAM FOR

POWER PRESOS - Our **EFFECTIVE PRESENTATION SKILL**

development program is generally beneficial for anyone who needs to engage and effectively communicate with either internal or external stakeholders.

This program will benefit following professionals:

- Front ending and Customer Facing teams e.g., Sales & Business Development, Pre-sales, Marketing etc.
- Strategy & Planning Team
- Partner / Channel Development Team
- Senior or aspiring Leaders across business functions



STORY TELLING



VALUE POSITIONING



NEURO SCIENCE



CREATIVE CONFIDENCE



POWER TOOLS

THE PROGRAM

This **1 DAY WORKSHOP** (approx. 6 hours) is designed to give an Experiential Learning to participants by combining the fundamentals with hands-on practice sessions to help **LEARNING BY DOING!**

KNOWLEDGE SESSIONS

- **STORY TELLING:** Discover, Contextualize and Craft your Stories
- **VALUE POSITIONING:** Research, Configure & Sharpen your messages
- **TOOLS:** Microsoft PowerPoint - toolset, method, good practices and tricks

2 HRS


HANDS-ON SESSIONS


- **STORY-ON-A-PAGE:** Research & Draft Storyboards
- **SHARPEN-SPEARHEAD:** Craft & sharpen your messages
- **PITCH IT:** Build your Presentation and Pitch it to peer group

4 HRS



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HOW MIGHT
WE?



WHO ARE US

WE ARE DESIGN THINKING & INNOVATION SPECIALISTS. WE CAN HELP YOU ACCELERATE YOUR DIGITAL-AGE BUSINESS INNOVATIONS.

AT DX&BEYOND™ WE FOCUS ON DESIGN LED BUSINESS INNOVATIONS AND OFFER ADVISORY AS WELL AS LEARNING PROGRAMS TO HELP ORGANIZATIONS ACCELERATING IDEA-TO-INNOVATION LIFECYCLE.

10k+

PERSON HOURS OF DESIGN THINKING & BUSINESS INNOVATION TRAINING & BOOTCAMPS

30+

DISCOVERY & BUSINESS INNOVATION CUSTOMER WORKSHOPS AND ENGAGEMENTS

12k+

PERSON HOURS OF DIGITAL TRANSFORMATION MASTERCLASS SESSIONS FOR MID-TO-SENIOR LEVEL STAFFS

