



# HIGH IMPACT PRESENTATIONS®

**Communicators get ideas  
across with enthusiasm and  
poise.**



A presentation is one of the most important tools you have in business for getting things done. Whether you're persuading colleagues, selling a client, energizing a team or showing an idea to senior management, the power of your presentation makes the difference between success and failure.

With so much riding on your presentation ability, you won't want to miss this opportunity to sharpen it to perfection.

You begin presenting from almost the moment you walk into the class. You present at least five times over the course of two days. Your presentations are videotaped and evaluated. And you get expert, one-on-one coaching at the end of each presentation.

The class is small. The environment is supportive. The work is intense. And the results are outstanding. Join us.

### What Our Customers Are Saying

„I will use the skills I've learned right away! I will be more persuasive and achieve better results.”

#### Process

#### After this program, you will be able to:

- |   |  |
|---|--|
| 1. Creating a Positive First Impression | <ul style="list-style-type: none"> <li>• Identify personal objectives for the training</li> <li>• Develop rapport with the audience</li> <li>• Project professionalism and competency</li> </ul>   |
| 2. Increasing Credibility               | <ul style="list-style-type: none"> <li>• Communicate with enhanced credibility</li> <li>• Project enthusiasm</li> <li>• Communicate competency with confidence</li> <li>• Reinforce an informative message with supportive evidence</li> </ul>   |
| 3. Presenting Complex                   | <ul style="list-style-type: none"> <li>• Develop flexibility in making complex material simple and understandable</li> <li>• Communicate information in an interesting manner</li> <li>• Relate to the audience at their level</li> <li>• Follow a logical progression of ideas</li> </ul>                                     |
| 4. Communicating with Greater Impact    | <ul style="list-style-type: none"> <li>• Develop increased flexibility through the use of expressions, gestures and voice modulation</li> <li>• Demonstrate ownership of unfamiliar material</li> <li>• Present written material in a captivating manner</li> <li>• Overcome barriers that restrict our flexibility</li> </ul> |
| 5. Motivating Others to Action          | <ul style="list-style-type: none"> <li>• Present in a results-oriented way</li> <li>• Persuade an audience to take action</li> <li>• Be motivational, clear and concise</li> </ul>   |
| 6. Responding to Pressure Situations    | <ul style="list-style-type: none"> <li>• Maintain professional composure under pressure</li> <li>• Communicate clear, concise, positive messages</li> <li>• Sell strategic ideas, self and organization</li> <li>• Communicate leadership ability to handle</li> </ul>   |
| 7. Inspiring People to Embrace Change   | <ul style="list-style-type: none"> <li>• Logically and emotionally appeal to the audience</li> <li>• Use structure to gain the confidence of the audience</li> <li>• Be convincing</li> </ul>  |

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