



EllenFinkelstein.com

Help with Presenting, PowerPoint & Speaking

Presentation Skills



Why
you
need to
care!

Communication skills are the lifeline of an organization

By communicating, an organization

- sells its products and services
- publicizes itself
- trains employees
- makes decisions
- cares for its customers

Most of this communication is oral. Much of it is done in groups. This is called presentation skills. Without excellent presentation skills, the organization will stumble.

The organization will:

- sell fewer products and services
- publicize itself poorly
- train its employees ineffectively
- make wrong decisions
- provide poor customer service

In a national survey conducted in 2016 by the National Association of Colleges and Employers, U.S. companies and organizations were asked to rate the importance of new candidate skills/qualities. Here are the top 7 results:

<i>Skill/Quality</i>	<i>Average Rating</i>
Ability to verbally communicate with persons inside and outside the organization	4.63
Ability to work in a team structure	4.62
Ability to make decisions and solve problems	4.49
Ability to plan, organize and prioritize work	4.41
Ability to obtain and process information	4.34
Ability to analyze quantitative data	4.21

“While employers rate communication skills as one of their most desired characteristics, they also report that they are the skills that are most lacking in today’s job candidates,” said Marilyn Mackes, NACE executive director earlier.

All right, you know that communication skills are important for your organization. But what are you doing about it?

What are the problems you need to solve?

1. Waste of time

How much time do your managers, trainers, and sales people spend creating PowerPoint slides?

From an article in the New York Times, “We Have Met the Enemy and He Is PowerPoint.”

“Not least, it ties up junior officers — referred to as PowerPoint Rangers — in the daily preparation of slides...”

“Last year when a military Web site, Company Command, asked an Army platoon leader in Iraq, Lt. Sam Nuxoll, how he spent most of his time, he responded, ‘Making PowerPoint slides.’ When pressed, he said he was serious.”

WHAT IF your employees could create them in less time?

What if they had a slide library of great slides they could draw from? What if they had training in using the slide library? What if they had ongoing support to help them create great presentations?

2. Ineffective sales presentations

Are the PowerPoint presentations your sales people create effective? Or do they bore the potential customers with Death by PowerPoint? Do your presenters clearly show potential customers how they can solve their problems or do they blather about the company and dump data on them?

WHAT IF they could create deliver outstanding sales presentations?

What if they had training in delivering audience-centered presentations, so that those potential customers felt included, saw that the presentation was customized for them, and understood clearly how your products and services met their needs?

3. Boring, unclear internal presentations

Do your managers give clear and persuasive presentations? Or do they bore their teams, executives, and trainees with Death by PowerPoint? Do they present overly-complex slides that don't communicate clearly?

WHAT IF they organized their thoughts persuasively and presented their ideas clearly?

What if they had training in organizing and filtering their content, creating slides that their audience understood and remembered, and speaking in a way that developed a conversation, leading to better decision making?

What is the solution?

The solution is simple.

- Comprehensive presentation skills training: content, design, & delivery
- Relevant sample slides
- Ongoing support

However, all training should be customized to your needs, using your slides and solving your problems. A one-size-fits-all approach will probably be a waste of your time and money.

The offer

- Comprehensive presentation skills training, including writing content, designing slides, and delivering effectively, for both internal and external presentations.
- Sample slides for your unique needs and training in how to use and customize them
- Ongoing support in creating effective presentations, as needed

Contact me to discuss your needs and request a proposal

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[Read more about training services here.](#)



Ellen is a PowerPoint MVP (Most Valuable Professional, a Microsoft award), one of only 14 in the United States Her well-known website at www.ellenfinkelstein.com offers many PowerPoint and presentation tips and the PowerPoint Tips Newsletter. She specializes in training speakers and presenters to convert Death by PowerPoint to Life by PowerPoint; communicate clearly and powerfully as well as to design high-impact, persuasive and professional-looking slides.

Ellen Finkelstein has done training for Citrix, Brainshark, Disney, Microsoft, Pennsylvania State Education Association, Maharishi University of Management, State University of New York at Buffalo, State University of Illinois, several law firms, Vastu Homes, and others. She does on-site training, 1-on-1 virtual coaching/training, and webinars.