



LNP 24
Crush the 7 Deadly Sins of Public Speaking
Kathleen Pagana

Pat: Welcome to Legal Nurse Podcast. This is Pat Iyer and today we have with us Kathleen Pagana, who is a nurse. She has earned her PhD. She's a professional speaker and a best selling author. You may recognize Kathleen as being one of the lead authors of Mosby's Diagnostic and Laboratory Test Reference, which she developed with her husband, and Mosby's Manual of Diagnostic and Laboratory Testing.

Kathleen and I met at University of Pennsylvania when I was working on my Master's Degree. I graduated in 1979, so Kathleen, I think that we've known each other for *a lot* of years.

Kathleen: I was thinking that it's been a long time.

Pat: I have watched Kathleen's books become very popular. They are highly relied upon references in the medical world. She has also become interested in etiquette and wrote the *Nurses Etiquette Advantage*, which is the title of her book that received a 2016 American Journal of Nursing Book of the Year award.

Along the way Kathleen entered the speaking world and has been a person that I have met, and connected with periodically at the National Speakers Association conferences. She's an engaging speaking. She's presenting national and international keynotes every year. She focuses in on leadership, life balance, business etiquette and presentation skills.

The focus of today's program is on presentation skills. In the legal nurse consulting world you may be involved in presenting to an attorney in a number of ways at a conference, at a lunch and learn or a small educational gathering at a law firm. You could be in a courtroom presenting your opinion and persuading the jury to accept and endorse your opinion of a case.

Many of the tips that you're going to hear today from Kathleen can be applied in your communication with attorneys. Welcome to the show, Kathleen.

Kathleen: Hi Pat, I'm happy to be here and I figured almost 40 years is how long we've known each other.

Pat: Thank you for doing the math. That's making me feel really old.

Kathleen: Me too, but I'm happy to be here.

Pat: Thank you and I'm glad to have you. How did you get started in speaking about presentation skills?

Kathleen: I was a college professor for almost 25 years and always loved presentations. I was often asked to do them at pinning ceremonies and things like that. Then it got to a point where I was critically injured in a car accident. After that accident, which included like a fractured pelvis, ribs, vertebrae, pneumothorax and a head injury, it took me three years to get back to the point where I could work as a nurse.

In that time I thought that one thing I've always liked was speaking and how can I get into the speaking business. I contacted a national speaking company and interviewed to work for them, learn presentation skills and teach it. Part of that was a lot of fun for me. I learned how to do it right. I became certified as a trainer and learned from the inside out what it takes to be a speaker.

Pat: That sounds like great experience.

Kathleen: It was absolutely the best.

Pat: I had an opportunity in the early 1990s to work for a seminar company who sent me all over the United States and Canada teaching about nursing documentation and nursing quality assurance. I learned how to walk into a room, connect with the audience, deliver my material, watch their reactions, change the examples and think on my feet. It sounds like you've had that same type of experience.

Kathleen: That's exactly what it was. It was wonderful traveling all over the country videotaping people. I then had to learn to critique, how to help people improve and I absolutely loved it. I learned so much myself.

Pat: From what you've just said I know that you observed how speakers can improve their presentations. I would love for you to share with our audience the common mistakes that people make when they are speaking or presenting in the framework that we've been identifying.

Kathleen: I found an article that I liked and it talked about 7 Deadly Sins of Speaking, so I kind of used that as a takeoff point. I'm going to mention seven different things that you want to avoid as a speaker. Now I'm going to say when somebody says like "Ah" and "Um" that's not deadly, but it's not effective. The ones that I'm going to mention are deadly.

John Kindle has a quote that says, "If your presentation skills are weak, you probably will appear less competent even if you are a content expert."

I think that really says a lot because some people are content experts, but with weak presentation skills they're not as effective as they could be. Let me mention these seven and I can start with the first one which is,

- Laziness

This is a speaker who fails to prepare. Pat, you probably know people like this that say, "I'm a great speaker. I don't have to do anything to prepare. I just get in my car, I get up there and I do it." That is not effective. A good presenter needs a lot of time for preparation and you need to improve the craft of speaking.

For example, there are certain things that you shouldn't do at the beginning of a presentation. I'm sure you've all heard people say, "Today I'm going to talk about." It's very boring. It's a bad way to begin or they apologize and they may say, "I'm sorry this topic is a little boring. Just bear with me." I actually heard a doctor say that. I got to thinking, "Just shoot me". Then I heard somebody say once, "I'm sorry if it seems a little confusing. This presentation was just dumped on me last night, so I didn't have time to prepare."

There are things like that that people set off on the wrong foot. People think that you can just start off bad and build into it. You need to dive

into the water. You need to start with a bang. You need to grab people's attention with your opening.

One of my favorite speakers from NSA,, Pat that you may know of is Doug Stevenson. He used to say, "Just because people's butts are in the seats doesn't mean their brains are in the room." You need to grab that attention, so that's one of the main things and that all has to be part of your planning.

How are you going to get their attention? I was on a hospital board and the president was introducing the infectious disease doctor who was going to give an update on the Zika virus. When the doctor got up there this is what he said, "As Steve said I'm going to be giving an update on the Zika Virus" and I thought "Oh no. Why couldn't you just start out with something catchy" like "Today we have 78 documented cases of Zika in Pennsylvania."

You see how that's just much more effective. People know that and it's a great way to begin, so that's one of the main things. Don't be lazy. Spend a lot of time on how you're going to start by thinking of ideas to catch people's attention.

Pat: I can tell you the worse thing that I've ever said at the beginning of a seminar when I was working for the seminar company. They sent me to Canada and I didn't really know a lot about the documentation system in Canada although I understood the principles of how nurses document. I started by saying, "I don't know a lot about documentation in Canada." I watched their faces fall. It was horrible and I thought, "Oh Pat, just leave now."

Kathleen: I know and all speakers do that. You make some mistakes, but then you realize it and you just never do it again.

Pat: Please continue. What's your second one?

Kathleen: The second one is,

- Envy

This is a false belief that people think great speakers are just born that way, so let's copy them.

- "I like the way she does this. I'm going to do it exactly the same."
- "I'm going to try to do my PowerPoint exactly like hers."
- "I'm going to do everything the way the other person does it."

That is so wrong because you need to be authentic. You need to be yourself. What looks very effortless in somebody else, you don't realize that requires a ton of time and effort to get that way.

I was speaking in California once and they told me, "You are going to be the closing speaker and the person before you is the best speaker. She's so dynamic. This is her third year in a row. We're getting her back by popular demand and you're going to follow her." Meanwhile I'm watching this and this person is dynamic. She's walking all around the room. She's like going crazy and I'm thinking, "Oh my gosh, she's so different than I am." Then I thought, "No wait, stop. That's her style. That's not me. I'm entirely different." I did my presentation my way and it was just as good.

You just have to remember to be authentic. Be who you are and not look at somebody else and try to copy them.

Pat: That's a great point because you can really end up being very fragmented, not authentic and not really comfortable in the role that you're performing if it's not your natural style.

Kathleen: That's exactly right.

Pat: How about the third?

Kathleen: The third one is kind of a silly one.

- Have you every heard somebody say, "If you're nervous, picture the audience in their underwear or naked"?

That's just downright silly because the main strategy for a speaker is you need to show respect for the audience, so right away you're not respecting the audience. You need to be able to try to connect with that audience by eye contact and interacting, not putting yourself in a situation where you're better than the audience.

That one is wrong. You think you're going to decrease your nervousness. That is the wrong way. If you're nervous, what you want to do is bring your content alive.

"What are some examples that the audience will benefit from?"

"Can you think of current events?"

One thing I found very helpful was if you would just search online for a topic like Zika. Search Zika Virus and up pops the latest statistics. You right away have something that would be interesting to the audience and decrease your nervousness because you know you're doing a good job.

That's kind of a silly one, but forget that and focus on good eye contact and good interaction with the audience.

Pat: I think that advice came out of a book which I purchased and read many years ago. Its concept was if you're intimidated by an audience, if you envision them without clothes it will make you feel less intimidated by those individuals. There are far more effective ways, such as talking to people prior to the program so that you're able to perhaps pull out an example of something that you've discussed with one of the attendees or one of the attorneys in this case before your presentation.

I've also discovered,, Kathleen the rule that if you are right-handed you tend to look at the right side of the room and ignore the left. Be aware of the need to keep your eye contact moving and looking at individuals in all parts of the room.

Kathleen: That's an excellent point. The thing with the eye contact too is even if you have a big room if you can look towards the left side and make eye contact with one person the people around that person senses that the eye contact is for them also. It is an idea of looking around the room.

Thank you and I have that same book. I was looking through my books and it gave that example.

Pat: How about the fourth one?

Kathleen: The fourth one is,

- Gluttony

This is the speaker who believes more is always better. For example, having 100 slides even though you have 10 minutes, but speed through them; more is better. That is completely the wrong attitude. What a speaker needs to find out is, "What is their core message?"

"What do you want that audience to know when they leave?"

Somebody says to them, "What was that presentation about that Pat gave?" They should be able to say exactly what it was about. Once you know the core message then you get supporting material.

Now sometimes when you are at a presentation you may run out of time. Maybe they started late because they did announcements or maybe you're following somebody and that person went overtime, so you need to be able to cut your material back right on the spot.

One way to do that is when you're putting your presentation together have some material that's must know, some should know and some could know. Some people actually color code it and if you're running out of time you eliminate the "Could Know", but do you need to eliminate the "Should Know"? You can cut down on the spot.

The other thing is some people say, "What if I end early?"

People are delighted if you end early, so don't think that you need to go to the last minute. It's not effective.

Pat: I have heard the speakers talk about structuring their content into thirds and that way if they are short on time they can just focus on 1/3 or 2/3 of their content in a modular format and then leave out the last portion of their presentation for example.

Kathleen: That's a great idea unless you have a presentation where you're saying the 5 Key Ways to do something.

Pat: "In the interest of time we'll only talk about three." Another thing that you said made me think about what I have often heard and I practice myself, which is *not* ending on a high or a strong point and then

saying, "Are there any questions?" That defuses the energy when you ask for questions before you wrap up your program. When you're finished you're making your emphatic point and the energy is high in the room as opposed to being diluted from the questions.

Kathleen: That's exactly right. I was going to mention that too. That is key because sometimes people will raise their hands and their question is, "Where do we get our parking tickets validated?" If you end there, that's what they go out with.

Now some people will have an ending and then they will say, "Who has the first question?" This is a good way to get questions, not saying "Does anybody have any questions?" It almost sounds like was anybody not paying attention and now you have a question where it is much more open to say, "Who has the first question" and then you get some questions.

If still nobody says something I've learned that you can say, "A question I'm often asked is" and then you say your question. You then kind of get the questions going. Wrap it up by saying, "Now so as we wrap up as you walk out of this room if there's only one thing you remember. . . " then you do your dynamic close.

Thank you for mentioning it. That is a key point.

Pat: Tell us about the fifth deadly sin.

Kathleen: The fifth one is,

- Greed

This is the speaker who wants more time than he or she has. This is where you violate the contract with your audience. If you are supposed to be speaking from 10:00 to 11:00, people are ready to leave at 11:00. They don't want to hear you say what I heard a speaker say once when I was following her, which was "I'm out of time, but I have a great story I want to tell you." I'm thinking "No, you should not tell that story. I'm next."

In order to be polite and nice to the organizer I ended my presentation right on time. I cut my presentation to accommodate her so that they were back on track, which you shouldn't have to do.

Going over your time limit violates the contract with your audience. It's just like when we were talking about questions. If somebody asks a question at the end and you give a 10 minute answer, nobody wants to ask another question. One thing about the questions is that you need to keep them short so people will feel free to ask one. Once you're at the end of the program you just say, "My time is up right now. I'm willing to stay here if anybody has any questions, but to respect everybody else's time our program is over."

Pat: That's a great point. It is very courteous to the audience, as well as to the person who's put this together because there are deadlines. One thing that makes meeting planners crazed is when the agenda gets way off and then they can't plan what they're going to be doing. They can't keep everyone else on track because the first speaker has gone over by 20 minutes, for example.

Kathleen: Right. You mentioned speaking in Canada and I can tell you my first presentation that I did with this national company that they said to me, "No matter what, you must be finished at 12:30 for them to stay on time. You have 11:30 to 12:30." One hundred people came in and they decided that they were going to do a group picture. Then the 100 people had to go through the buffet line. Finally everybody sits down at 12:05 and they told me to start. I spoke from 12:05 to 12:29, ended the program and the meeting planner was absolutely delighted that they were back on track. That is so important when you're speaking. It's again showing respect for the audience and respect for the meeting planner.

Pat: I think the most challenging situation I've seen is at the attorney conferences in our state that have what they call the "10 Minute Sunrise Sessions". They line up like 10 people and give them 10 minutes each to speak. Some of them are attorneys as presenters and attorneys have great difficulty speaking for 10 minutes. They are off and I have watched moderators go, "Okay, you're time is up. *Your time is up.*" The speaker is saying, "But just a few more points" and 10 minutes is 10 minutes. It's not 12, 15 or 20.

Kathleen: That's disrespectful to the audience, to the other speakers and also to the meeting planner.

Pat: Tell us about the sixth deadly sin.

Kathleen: The sixth one is,

- Wrath or uncontrolled anger

Here's the situation where you go in and they tell you yes we're going to have a PowerPoint for you, but you get there and it's not working. The speaker needs to know that he or she needs to be able to do the presentation without it, but some speakers will just be very angry and say, "No, you told me this was going to be there" or "You told me I would be able to show this video clip. They're complaining or they're angry with an audience member who maybe somebody sleeping through the whole presentation. They ask a question and the speaker will say something like "You wouldn't have asked that if you weren't sleeping." I've seen people do that.

Any kind of anger does not belong in a presentation. If your video clip doesn't work you say, "Sorry that didn't work" and you go on. I was at a presentation in Phoenix once where the speaker had a video clip and it didn't work. She just kept trying to get it to work, complaining to the people. "Get this working. It worked when we tried it an hour ago." Throughout the presentation she kept referring back saying "Well if only you had seen the video clip." It's silly because as an audience member we didn't care what was in the video. We didn't see it, so go on without it.

I think it's just a matter of being ready to say like Murphy's Law, "If something goes wrong, it's going to go wrong," but you as a speaker still needs to be ready to carry on the presentation.

Pat: This one is really important as well in the courtroom when expert witnesses are testifying because the opposing counsel is trying to get the expert witness angry by attacking her credibility by being sarcastic. As soon as the attorney is successful in getting the expert to become angry, the expert is going to blurt out things that are not going to be favorable for the case.

Getting argumentative in the courtroom can be a huge mistake. Getting argumentative with a person in the audience is also a huge mistake. I know that you've been in presentations like this, Kathleen, where someone in the audience doesn't really have a question to ask, but wants to make a statement or say something to demonstrate an

opinion on the subject matter. How the presenter handles that audience member is critical because everybody is watching that dynamic.

Is the speaker going to lose her cool, become annoyed and angry or graciously get control of the situation and continue on?

Kathleen: That's an excellent example right there. I call those people like a stage hog. They want to take over. You're right that everybody is watching the speaker. After one question they're raising their hand again and you need to say, "Let me give an opportunity for somebody else to speak." One thing I found helpful when you have somebody like that who just wants to dominate is to say something if you know the person's name, "Mary, in the interest of time in showing respect for other people lets you and me meet afterwards and I'll spend as long as it takes to answer all your questions. I think we need to move on to show respect for others."

Pat: And the rest of the people are cheering when you say that.

Kathleen: I know when you say that in that way to show respect for others, it turns the whole conversation.

Pat: Tell us about the last one.

Kathleen: The last one is the most important one.

- Pride

This is when the speaker believes that everything that he or she is saying is all about the speaker. Everything is about the speaker instead of the audience. The speaker has to realize that it's not how smart I am as a speaker. It's how smart I can make you as the audience member. The focus has to come off of the speaker.

When you take the focus off of the speaker and put it on the audience you analyze the audience and you think, "What will help that audience?" There you're going to the idea of preparation and not being lazy.

When you focus on the message, "What message do I want that audience to get?" You're avoiding the idea of gluttony of more is better because you have a compact message.

When you show respect for the audience you're not going overtime, so you're avoiding the sin of greed.

When you focus on the purpose when you say, "What is my purpose with that audience? Is it to educate, motivate, a call to action or whatever it is?" The key is you're focusing on the audience and not on the speaker, so that's pride. If you handle that, you pretty much eliminate all the other ones.

Pat: To tie that together with the introduction that is made about the speaker there's some real key points that help you focus on the audience. I'm sure you've sat through introductions that go on-and-on and by the time the introduction is over half the audience is checking their cellphone.

The worst experience that I've ever had with this was an attorney who invited me to come to speak to a group of medical malpractice attorneys in his state. I did not bring with me an introduction, which was my deadly sin. I didn't even think about doing it. We were in a horseshoe-shaped table arrangement and he was sitting next to me. He said, "I brought with me today Pat Iyer. She's a legal nurse consultant. I don't have much use for them, but I think that they can be useful on occasion." I just wanted to kick him under the table.

He had hired our company to help him with preparing a pain and suffering report that ended up being a fabulous report that he absolutely loved. But he introduced me in this completely contrary way. I found myself looking around the room realizing that I'm looking at attorneys who already heard that he doesn't have much use for us, so I have a double challenge to get above that barrier that he created and then demonstrate my expertise.

It took about 10 minutes into my talk and I pointed out the role of summarizing medical records, why it was important and the situations in which it could be useful. I then started to see all the little eyes sparkle and the facial expressions changing of, "Oh yeah, I get this. I understand."

Now my tip to anyone who is presenting in any setting other than in the courtroom where the introduction is very scripted is to give the person who is going to introduce the paragraph that you want them to read in like a size 14 font, double-spaced. Make it easy and say, "This is how I would like you to introduce me." You then eliminate the little bomb that was dropped into the room that I got exposed to.

Kathleen: Yes and the other thing about the introduction when you're beginning a presentation I mentioned using a grabber when you want to get their attention. One of the things you need somewhere in that opening is to address the credibility of the speaker. If they don't do it in the introduction, somehow you have to put that in there. For example you may say, "In my 15 years as a legal nurse consultant." You put some information in there so the credibility comes out.

I do what you do. I always carry an introduction in 14 font and people that I speak with a lot always say to me, "Kathy, you have your introduction?" They know that I carry it with me because it makes it easy. One of the reasons I do that too is because once at the National Speakers Association I was asked to introduce a speaker and the speaker had no introduction. I was scribbling things down right before he went up and I thought that person should have known better than that.

Pat: Your tips are going to be very useful to our audience Kathleen and I can't believe that our time is up. This has really flown by. Thank you so much for being a part of this program. I appreciate that and for our listeners be sure to subscribe on iTunes, leave a review or a comment. We will love to hear your feedback and stay tuned for our next episode.

Kathleen: Thank you.

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LNP 25
Secrets for Successful Networking and Presentations
Pat Iyer

In the previous episode, Legal Nurse Podcast 24, you heard Kathleen Pagana share excellent tips about the 7 deadly sins of speaking.

I've been asked how LNCs can get opportunities to present their knowledge at a conference for attorneys. Networking is one of the most effective ways - both to get speaking opportunities as well as clients. When you do a great job presenting information to your target market, it often results in getting cases.

The principle behind networking is simple: your initial aim may be to get speaking gigs, but ultimately you want the exposure to result in more business. Network to connect with people who can refer you to attorneys who handle the kinds of cases best suited for your legal nurse consulting skills.

You may be interested in working with medical malpractice, personal injury or workers compensation attorneys. You may be an expert witness, life care planner or behind the scenes consultant. Your objective is to find attorneys who can give you work.

Get more business through networking by making a deliberate effort to connect with your ideal customer – through others. You can network with people over the phone, but doing it in person may yield you higher results.

The easiest way to take advantage of the power of networks is to start locally. Since your objective is to find people who know attorneys or are attorneys, think about where such people hang out. The local Chamber of Commerce consists of business owners – often the power people in a local area. This organization is set up to give referrals. Business owners understand the power of word of mouth referrals – they want to give and receive referrals.

Networking groups are designed specifically to make connections. These are for profit groups that charge fees to attend the meeting. Business Networking International, Chamber of Commerce and EWomen Network are examples. They

often have breakfast meetings that are convenient to attend before starting the work day.

Do Your Homework Before Attending a Networking Group

Before you join any organization, do your due diligence. Be clear about what you want to accomplish. Find out about the composition of the group. Determine the cost of joining. See if you can attend some meetings first without joining to get a feel for the group.

Think about cross promoting. Members of a group might not use your services but could refer you to people who would. You might, for example, join a group of legal vendors who market to attorneys.

Before attending a meeting, speak with at least one member of the group. Ask about the group's strengths and weaknesses. This person will usually introduce you to the group, and will be a familiar person you can connect with when you walk into a meeting for the first time. If you are introverted, plan on getting to the meeting early when there are fewer people, so you can ease into the event. Be sure to listen to Casey Carpenter talk about the quiet power of introverts, which is LNP episode 22. When you attend a local organization, carry your business cards.

How you can help the people at a networking event? Who do you know that would be of value to their business? The concept of reciprocity applies to networking – you help others and they want to help you. Be prepared for feeling unique. Few legal nurse consultants use networking groups to get business. You are unlikely to face a sea of competitors. Expect people to be intrigued by what you do.

Can You Really Get More Business from Networking Groups?

Don't expect fast results. The people in these civic and local organizations will want to get to know you, to be able to trust you and understand about your business. They want to be able to confidently refer you to attorneys, knowing that such a referral will not come back to haunt them.

On the other hand, you may hit it off with a person at your first meeting who can connect you to a powerful attorney. For example, the first day I met her, a woman at my church gave me the name of a defense attorney who handled nursing

malpractice cases. The fact that we had the same values made her comfortable with me and in referring me to an attorney.

Explore different types of groups. You are investing in the power of networking by finding people who can refer you to your ideal client. It takes time, but it works. You WILL get more business through networking.

Suppose you are networking at an event attended by attorneys. Here is your best opportunity to find out who is in charge of planning an upcoming program for attorneys. Ask for an introduction to this person so you can describe your area of expertise. Attorneys involved in planning a program that relates to medical issues are likely to be looking for speakers such as you.

Wow! You've landed an opportunity to give a talk to attorneys.

1. Make sure you practice, practice, practice, and get your timing and stories down. Work out the timing so you know, based on how much time you have. Most people try to put too much into a presentation.
2. Have your presentation on a thumb drive as well as on the hard drive of your own computer. This gives you the chance to use another speaker's laptop or the one provided by the organization.
3. Talk to people in the audience before your presentation. You will feel more comfortable speaking to individuals you have met, rather than to a mass of people.
4. Don't start by thanking the organizer for having you or saying you are happy to be there or that you are nervous. No one cares.
5. Tell a story, make a point. Tell a story, make a point. People love stories.
6. Vary your pitch, volume and tone. Be a little more dramatic than you'd be talking to another person.
7. Make the information very relevant to the audience. Know their problems, and needs and speak to them. They'll learn best from someone they perceive understands their needs.

8. If you are going to use PowerPoint, make sure you use images and not a bunch of words on the slides. Don't read your slides, and don't turn around and look over your shoulder at the screen. You can refer to them when the computer is in front of you.

9. Keep eye contact with the audience. Look at all parts of the room. If you are right handed, you tend to look more at the right side of the room and vice versa. Counter that tendency.

10. Give the audience a chance to do something – raise their hands to a question that begins with “How many of you...” Scatter these questions through the program to keep them attentive. If you have a workshop or training session, have an exercise every 20 minutes or so.

11. Smile and look like you are enjoying yourself. Your audience will warm to someone who is smiling.

12. Don't use your talk to make a sales pitch. The program organizer expects you to give content. Don't abuse the privilege.

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