

## Writing Successful Presentations - Overview

### Introduction

Based on The Pyramid Principle by Barbara Minto, this 2-day course shows people, through hands-on exercises, case studies and team work how to prepare, write and structure their presentations with emphasis on:

- Ensuring they are communicating the right message to the right audience
- Ensuring they are using the appropriate tools for the message and audience
- Ensure their presentation is structured and presented in the optimal way

### Target Audience

- Individuals who have already followed the Effective Presentation Skills course
- Individuals who already have presentation experience
- Those who wish to have a good understanding of how to write well-structured presentations

### Course Benefits

- Provides participants with a methodology and structure that allow them to :
  - Define the problem from the audience's point of view
  - Ensure the solution addresses the real issues
  - Decide how to most effectively communicate the message
  - Communicate in a structured, ordered and clear manner

### Methods

We use little theory and lots of practice in structuring and writing, with active feedback, discussion and exercises.

### Overview

#### Day 1

Introduction

Overview

Defining the problem

Creating the introduction

Building the pyramid

#### Day 2

Review of day 1

Constructing the deliverable

Case Study

Summary and Wrap-up