



Approach to Training *Key Elements of our Training Programs*

Our approach identifies three major areas of presentation training. The way we integrate and develop these areas is the signature of our training programs:

Content Development.

The most critical element in developing a presentation is identifying the objective. This is what experience teaches. Understanding this central concept will help you change the way you think about presenting.

The hallmark of Patricia Kantor's programs is her "**Golden Outline**," which she has refined over time to produce remarkably successful results. Participants have told us that this unique outline is so intuitive that they have been able to put it to use immediately.

Our Content Development material will help you learn to:

- identify a clear objective
- construct a concise presentation
- highlight and emphasize key issues
- select appropriate supporting material
- add powerful and memorable ideas
- enhance your message with visual aids
- captivate an audience with a powerful message

Communicating with and Engaging your Audience.

Patricia Kantor Associates will ensure that you become a more dynamic and compelling presenter by helping you master ways to connect with and engage your audience. Our training process will help you identify your natural strengths and skills and will amplify those attributes with your authentic voice and presence.

We understand that fear of public speaking is a key concern for many of our clients. Fortunately we have a huge repertory of techniques and tips, that once mastered, will allow you to be relaxed and in control in front of your audience.

Communication Training will enable you to:

- master ways to connect with an audience
- deliver with confidence and authority
- establish and maintain credibility
- reduce anxiety over public speaking
- clarify how you wish to be perceived
- inspire commitment and action
- discover your own strengths, voice and presence
- polish your professional presence



Handling Questions and Answers with Poise

Q & A is an important part of any presentation. We target your training to meet the specific needs of the Q & A sessions, teaching you to become a compelling presenter.

Is there anything you can do if your audience has no questions? How about difficult or complex questions? How do you give a positive response to a negative question? How do you handle these questions and others?

From the time of the great Greek orators to modern day speakers, ageless techniques have developed which you can learn to apply to your own style. We will incorporate this into your training and help you master the challenges of Q&A sessions with composure.

Media Training

Patricia Kantor Associates also offers a complete training syllabus for professionals who require Media Training, Executive Development Training, Interview Skills Training, as well as specialized programs geared towards International Organizations, IT and Finance.

The Driving Principles of Persuasive Presentations are:

Make it meaningful to your audience

If you involve the audience, they'll feel they own the material

Focus on the client, not on your awards

You've got to capture attention from the start