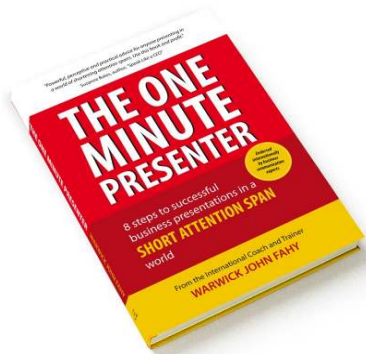


THE ONE MINUTE PRESENTER

From the International Coach and Trainer
WARWICK JOHN FAHY

8 steps to successful
business presentations in a
SHORT ATTENTION SPAN
world



The One Minute Presenter is an 8-step system to successful business presentations that helps you connect and engage with short attention span audiences. You will learn how to:

- Conquer your nerves
- Improve quickly
- Handle every question
- Stand out from the crowd
- Keep their attention
- Speak with clarity
- Stay on track



Author: Warwick John Fahy

The 8 Steps

Step 1: You, the Presenter

Refresh key elements of authentic speakers and learn how to bust your fears.



Step 2: Treasure your Audience

Paint an audience portrait. Create an avatar of your ideal audience and learn how to overcome diverse expectations.



Step 3: Produce your Message

Write a high concept, personalise with storytelling and tagline your message with slogans and soundbites.



Step 4: Create your Connection

Hold attention, interact with questions, engage with enthusiasm, humor and mirroring and matching.



Step 5: Deliver with Style

Five essential voice skills. Five key non-verbal skills. Dos and don'ts of slideshows.



Step 6: Manage all Interruptions

Overcome the four main areas of interruptions.

Step 7: Master the Q&A

How to open, run and close a Q&A session. Use 4As method for mastering difficult questions.



Step 8: Finish on Time

Formats to prepare and rehearse. How to adapt to last minute changes.