

# CONGRUENT™ PRESENTATIONS

A STRUCTURE THAT SERVES THE STORY



*The most efficient structure a presentation should have in order to ensure the audience gets the most out of the presentation and understands the message we are trying to convey.*



*Participant from L'Oreal*

## OVERVIEW

Almost everybody in the business world has to make presentations. The advent of mobile applications and a plethora of presentation software have inspired many to let out their creative abilities. Cool images, animations and effects certainly contribute to making presentations more animated. A fact remains, all the technology in the world cannot completely compensate for a story that does not develop properly or transmits the intended message. To be efficient, presentations need a clear intent, solid structure and dedicated preparation. This program continues to demonstrate that within 1-2 days, all participants increase their effectiveness and impact.

## KEY BENEFITS

- Understand what makes a presentation effective
- Clearly understand the objectives
- Identify the optimal structure and methods
- Develop a productive story
- Ensure next steps are taken when necessary
- Learn by doing and critiquing
- Significantly increase impact

## WHO SHOULD PARTICIPATE

Account managers, Product Managers, Training Specialists, Front Line Managers, Executives and any individual that needs to make presentations that have impact.

## PROGRAM DETAILS

Participants have the opportunity to make the same presentation repetitively, improving their impact each time. Each participant received specific feedback from all other individuals in the group both in writing and verbally. In addition, participants are videotaped and receive a copy of their presentations. Time is allocated to incorporate elements of the program in incrementally effective presentations.

## DURATION

1-2-day seminar with 4 follow-up sessions over a 2 month period.



## TOPICS AND CONCEPTS

### Preparation

- Review of key methodologies
- Prepare a presentation in accordance to methodologies

### Seminar day-1

#### Introduction

- Clarify the process and basic concepts

#### First presentations

- Each participant presents
- Presentations are videotaped
- Participants give and receive initial feedback

#### Consolidation of concepts

- In depth review of the Congruent™ Presentations concepts and methods
- Discuss practical implementation
- Continued reflection on presentation upgrade
- Managing challenging situations and people

#### Planning and design

- Participants adapt their presentation

### Follow-up program

- Pre-defined structure of discussion topics
- Application of methodologies in current situation
- Address reasons for success or challenges
- Share and discuss value and best practices
- Change habits

### One-on-one coaching

- Continue competency development
- Share situations in a safe environment
- Orient efforts on solutions

### Seminar day-2

#### Consolidation and preparation

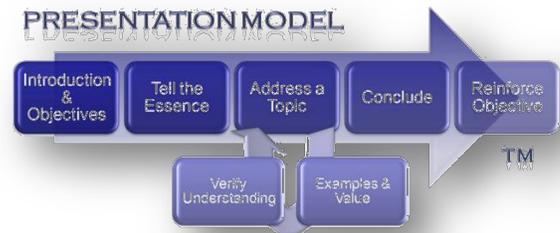
- Address any questions on methodologies
- Allocate coached preparation time

#### Second presentations

- Each participant presents
- Presentations are videotaped
- Participants give and receive in-depth feedback

#### Growth action plan

- Establish a follow-up process
- Commit to a behavior change



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