

INFLUENCE:

A ROBUST PRESENTATION SKILLS MASTERCLASS

BOOST CONFIDENCE + INCREASE ENGAGEMENT + EXPAND IMPACT

As a leader, you know your team must present with clarity, confidence, and conviction.

You know they need to quickly and confidently gain and keep decision-makers' attention on new ideas, programs, and products.

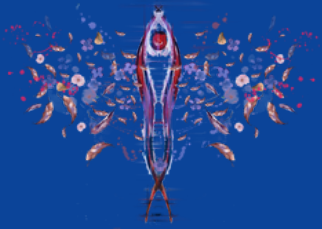
And you know that many in your group could be much more effective on stage and on camera. But you're unsure about where to start, or what to do differently.

Let's change that.



FOUNDER OF INTRINSIC CONSULTING, LOALA MCCANN

has spent 15 years creating and delivering inspiring, actionable training for a wide range of organizations and industries. With a Bachelor of Arts in communications and a concentration in rhetoric, she leverages the spoken word to expand her own impact and influence. And helps her clients do the same.



INFLUENCE is the interactive, practical, and fun (yes, fun!) masterclass that gives teams newfound abilities to influence audiences, win over key stakeholders and earn new customers through the art of impactful presentations. Participants learn proven ways to lessen presentation anxieties, feel calmer, and become more confident in creating and delivering presentations. In this in-person, six-hour session, you'll cultivate a cadre of more seasoned presenters and fast-track their speaking success ...whether to 10 on Zoom, or to 1,000 in a hotel ballroom.



GUIDED BY PRESENTATIONS EXPERT LOALA MCCANN, WE'LL EXPLORE HOW TO:

- Boost audience engagement—by dialoging with vs. talking at
- Apply a strategic content-development framework that puts audiences' needs at the center—so presenters build buy-in and influence
- Inspire audiences to act on content that's concise, clear, and compelling
- Improve body language, voice, posture, and facial expressions
- Use proven story-building techniques that improve engagement, retention, and calls to action
- Hone messaging for a wide range of applications, including for elevator pitches that amplify awareness for important initiatives
- Design professional, cohesive visuals that enhance core messages
- Increase confidence and lessen anxiety
- Effectively and succinctly take Q&A

BONUSES for every participant:

- The opportunity to practice together in a warm and welcoming environment, and immediately start activating new skill sets. So, everyone returns to work with clear and persuasive core messages for future presentations.
- A copy of *Find your Red Thread: Make your Big Ideas Irresistible* by Tamsen Webster. The book contains some of the tools and techniques we'll use in this workshop.

Masterclass length: 6 hours + a lunch break. Two format options:

- 6-hour interactive team experience for up to 12 participants
- 6-hour interactive team experience for up to 12 participants PLUS—for every participant—a private, one-hour post-workshop coaching session with Loala.

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Our team needed to be more confident and consistent in how we engage and move audiences to action. So, I invited Loala McCann to present INFLUENCE: A Robust Presentation Skills Masterclass. Loala taught us a clear and precise framework—including an easy-to-remember acronym to make learning easier. I also liked how we presented to our peers, and that these segments were video recorded. Now we can reflect on this footage as a team, as we continue to evolve our presentation skills...and as we improve how we speak to various audiences. We also now understand the importance of methodical practice, discipline, and coherent messaging. Bottom line? I expect our company to generate a 3x increase in revenue as we build a community of leaders who use clear messaging to communicate our vision and mission.”

BOOK A CALL WITH LOALA MCCANN TO TALK ABOUT THIS PROGRAM FOR YOUR TEAM.

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