

# Presenting with Impact

Learn how to convey your  
ideas in a way that will  
resonate with any audience





# Overview

An impactful presentation goes beyond having an impressive speaker; beneath it is thoughtful preparation driven by a clear purpose.

Designed for the business context, Presenting with Impact tackles the strategy and art behind developing and delivering presentations that move people to action.

This course leans on communication and storytelling principles relevant for presenters of all levels—from beginners who want to lay down the foundation for building their presentation skills, to experienced professionals who want to sharpen their strategic thinking and leadership voice in the boardroom.

By the end of the course, learners will be equipped with methods and tools that help clarify, create, and convey presentations with impact.

## Delivery Options

- One-day in-person
- Two 3-hour virtual sessions

We also offer 1 hour seminars that cover the most essential concepts.



# Trusted by industry leaders

Since 2018, we've trained over 300 companies, government departments and NGOs in fundamental data skills.

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World Vision

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Sun  
Life Financial

ANGLO  
AMERICAN

P&G

MetLife

# Meet your Course Designers



**Alyssa  
Co**

Director for Training,  
StoryIQ

Alyssa has established roots in strategy planning and development with over a decade of experience working with public relations and advertising agencies, leading in roles that specialize in strategic communication, presentation development, brand building and business development. She has handled various consumer, corporate and advocacy campaigns for FMCG, tech, finance and retail brands.



**Diedre  
Downing**

Chief Learning Officer,  
StoryIQ

Diedre is an accomplished educator and data visualization keynote presenter, bringing over 15 years of teaching and facilitating experience to the StoryIQ team. Diedre was a keynote presenter at VizCon 2020, the world's data storytelling summit. Prior to StoryIQ, Diedre led the development of virtual training programs for over 100,000 educators as part of her 14-year tenure at the New York City Department of Education.

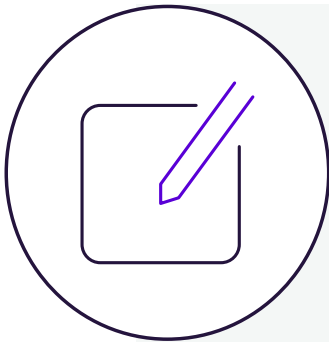


# Learn the 3 Cs Framework for Presenting with Impact



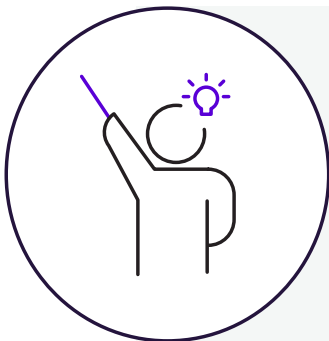
## Clarify

Clarify your presentation's North Star. Set a clear path by crystallizing the presentation's purpose, identifying your primary stakeholder, and storyboard your presentation's structure, ensuring every component counts.



## Create

Create the slides that will enhance your message. Apply communication and design principles that will translate your ideas into supporting slides that are clear, polished and give justice to your key takeaway.



## Convey

Convey the presentation in your own leadership voice. Explore techniques in building competence and warmth in your delivery to effectively own the room and bring your presentation to life.

# What our learners say



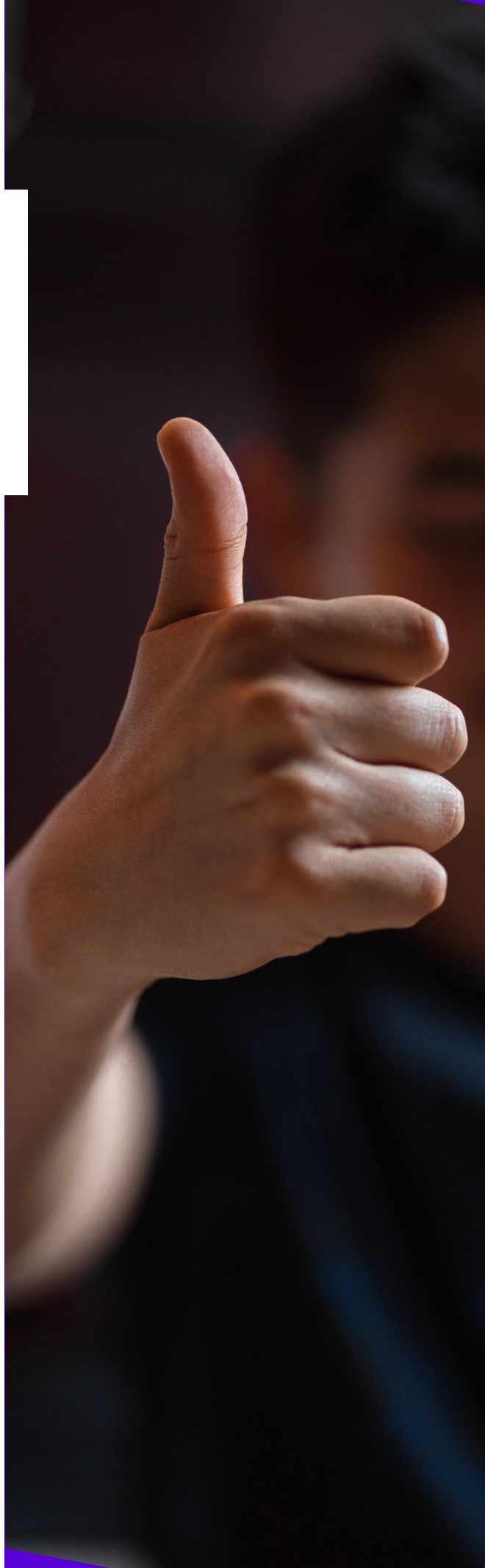
**Mark Da Costa**  
Senior Software Developer,  
Shopify

"Suzannah and Tayva delivered a highly engaging session, that kept me intrigued and interested. For a two-session course that is an impressive feat! I loved the real-world examples and will definitely take away techniques on how to improve my presentations in the workplace. Kudos!"



**John Rabanal**  
IT Business Analyst,  
Johnson & Johnson

"The session was very informative, at the same time very entertaining. Lisa, who was our trainer, was very engaging. She always made sure that everyone's suggestions and questions were catered to. This is one of the most fun training courses I've ever had! Thank you, StoryIQ!"



# 4 Reasons to Learn with StoryIQ

## 1 Tailored Approach



Every team has different learning needs, so we don't adopt a 'one size fits all' approach.

From tailored courses to customized digital academies, our learning experience designers can work with you to create a customized program that achieves your learning objectives.

## 2 Thought Leading Content



The secret sauce behind our courses lies in the collaboration between our subject matter experts and learning experience designers.

This collaboration ensures that our courses contain cutting edge, thought leading content, delivered in a way that is engaging and memorable.

## 3 Engaging Live Instructors



Our facilitators understand that adult learners learn best when they are engaged and their professional experience is valued.

We use a variety of adult learning methods to provide an unforgettable experience in the classroom, including a discussion-based facilitation approach and regular breakout groups.

## 4 Flexible Delivery



Our programs can be deployed via a range of delivery options, including in-person, virtual instructor-led, virtual self-paced and blended.

With our global team of facilitators located in the Americas, Europe and APAC, we can support your learning needs across multiple timezones and locations.



## Customization Options

### Bring your own presentation to class

Participants will be given the opportunity to enhance their own presentations in class, with these presentations becoming the basis for class discussion and facilitator feedback. This popular class option keeps learning relevant and results in a tangible improvement to the presentations that are discussed.

### Post-training consultation sessions

Learners are given a post-training homework activity that involves enhancing one of their own presentations. A StoryIQ facilitator will then meet with the participants in small groups of 3-5 learners four weeks after class to evaluate progress and deliver feedback.

### Department-wide roll out

We offer special additional support for leaders and L&D professionals who are tasked with improving the presentation abilities of their wider department. Please get in touch to discuss your unique needs.

Organize a private  
workshop for your team  
or join a public class



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