



PROGRAMS OFFERED BY CRAIG BENTLEY Principal, Bates Communications, Inc.

Presentations for Executives and Leaders:

Pack a Punch with Powerful Content and an Authentic, Natural Style

This program has helped hundreds of people learn the secrets to delivering successful presentations. The program helps participants understand the strategies and skills they need to succeed. You learn how to organize, prepare and deliver powerful speeches and business presentations.

We provide a step-by-step approach to:

- Understand your audience
- Create powerful messages
- Organize your presentation
- Deliver it with maximum impact
- Use stories, analogies, humor
- Develop rapport with the audience
- Overcome anxiety
- Use effective gestures
- Control vocal technique
- Practice well
- Use visuals effectively

This is one of our most popular programs and can be delivered to groups large and small. Presentation skills are the backbone of communications in most organizations, and this curriculum will help your people develop a deeper level of understanding of the skills and techniques they need to succeed.

Leading Meetings:

What Leaders Must Know about Why Meetings Fail, and How to Fix Them

This program is tailor-made for professionals who want to master best practices in how to plan and manage meetings. Participants learn how to customize these practices to build teamwork and get more accomplished in an effective, efficient way.



Topics include:

- Types of meetings
- Deciding who participates
- Creating an agenda
- Starting and ending on time
- Encouraging discussion

Participants learn how to:

- Manage difficult people
- Create accountability
- Listen and synthesize ideas
- Demonstrate leadership

Storytelling for Leaders:

How to Communicate Vision and Values

The best way for leaders to communicate vision and values of the organization is through storytelling in speeches and presentations. Stories reveal experiences that have guided the leader and when told in presentations, clearly and powerfully articulate what he or she believes. Stories can be used to define the direction, mission, and values that will drive success, as well as to motivate and inspire audiences.

Why do stories work? When you tell stories, people listen, and remember. Leaders who tell stories connect better with their audiences because they reveal something important about their character and beliefs. Stories dramatically improve a presentation because the speaker appears more genuine and natural. We work with private clients to help them tell their stories so they move away from canned presentations. This program provides a baseline of the same skills that have helped our private clients become very successful speakers.

The program focuses on:

- Why it's important to tell stories in a business presentation
- How to use a story to make a point
- Methods for finding original stories from your life and career
- How to tell a story with impact



- Using emotion and humor
- Motivating and inspiring through stories
- Techniques for writing and telling stories

Presentation Skills 101

Every professional needs to know the basics for giving great presentations. This program shows participants how to construct and develop an outline for an informative talk. Participants learn how to identify a theme, write an open, and use techniques such as examples and questions to make the presentation more interesting and engaging. They learn proven methods for understanding their audience and tailoring the message.

Participants learn how to:

- Organize presentations
- Outline their ideas
- Add interesting elements
- Start with an attention-getting open
- Preview what they'll discuss to get people interested
- Elements of a powerful close

They will also discover how to:

- Make eye contact
- Use gestures
- Command the room
- Use facial expression
- Appear confident

The goal of this program is to provide a step by step guide to making every presentation successful. Even those with little experience will gain insights and receive practical advice on how to build their skills, make time for practice, and find more opportunities to speak and get experience.

More programs are available and each program can be customized. To inquire about more programs or Craig Bentley's availability for a keynote speech, breakout session, or panel, please contact Meredith O'Connor at 800-908-8239 or moconnor@bates-communications.com.