



THE JON HAMMOND PRESENTATION MASTERCLASS

HOW TO **PERSUADE** AND **INFLUENCE** ANY AUDIENCE



A new and exciting approach to help leaders and future leaders become great connectors

About this masterclass

With more than 40 years in the communications industry, top presentation coach Jon Hammond has put together the ultimate course for leaders and aspiring leaders to become **great in front of any audience**.

As the name suggests, this is an **intensive masterclass** with a presumption that attendees are already well versed in presenting, but really want to step up to the big league.



It has been developed in a **journey format** to enable you to identify strengths and any weaknesses in order to focus and develop.

The masterclass **starts with a confidential online individual questionnaire** for each delegate with an opportunity to interact and ask any questions in the lead up to the sessions.

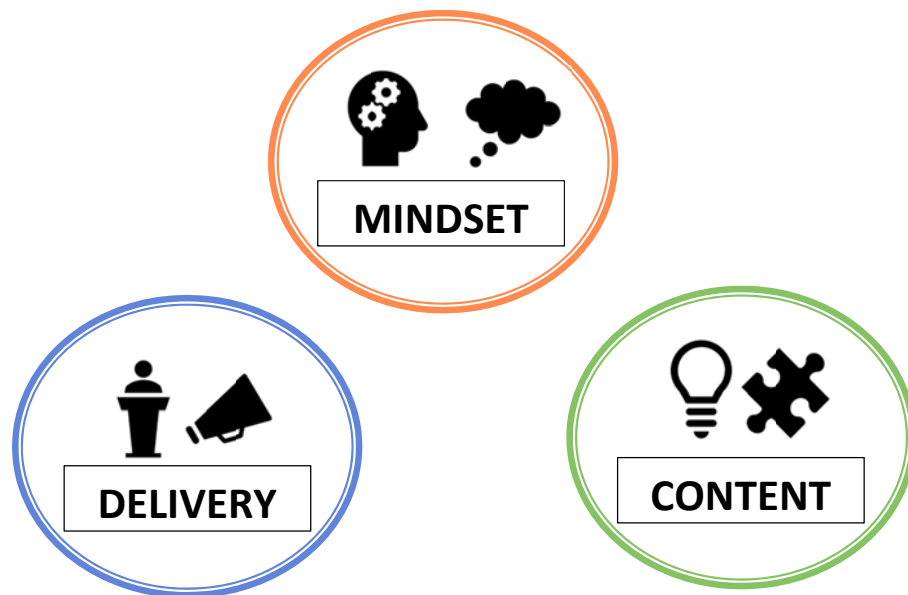
The **group sessions** then take place on two half days, normally with a period of two/three weeks in between (which enables principles and techniques to be applied in any business)

These are followed up by a confidential individual ‘**one to one** coaching session’ (Skype or Phone) two/three weeks later, giving each delegate the opportunity to reflect on how learned techniques have been put into action and to suggest areas of focus for personal presentation growth.

Further **support continues online** (access to coaching videos, articles, and book recommendations) to keep the momentum going.

The commitment is roughly over a **period of six weeks** with ongoing support after that

The masterclass is based around **three key areas of focus**:



A recent global survey* of business leaders said that ‘communication skills were the most important factor in hiring or promoting people to senior positions’

*GMAC Corporate Recruiters Survey Report 2017



WHY CONNECT?

Importance of powerful connection

We live in an ever busier world where technology is often expected to solve all communication problems.

However, for a leader, your tone of voice, body language, facial expressions, and personal charisma are very difficult to convey in an email!

It’s a skill we often take for granted

We do it every day and rarely think about it (because we do it every day!)

We don’t see it in the same way as other skills such as finance, spreadsheets, technology, or specialist areas (but it **IS** the most important skill we human beings possess!)

We frequently over estimate our actual ability at it (how many poor presentations have you seen?)

It’s much more than just speaking

We rely on verbal and non-verbal cues, body language, attitude and much more.

Leaders need to have the full package to really succeed

Investing time to study our own capabilities as well as those we are trying to communicate with, is the secret that the world’s best leaders totally understand

Leaders who can truly connect are valuable

The power and skills to truly connect are always in demand anywhere in the world.

Great communication skills set you apart from the competition

Rarely do you see a poor communicator appointed to lead large organisations or teams

The ability to communicate both inside or outside an organisation, is regularly rated the most important skill in employment surveys

A sense of style

Unlike some areas of clothing, one style of communication definitely does not fit all

Recognising, developing and presenting in a way that really suits **you** will lead to the best opportunities

Why making the right first impression is vital for a leader

Because that’s the one that really counts!

You will be judged by your ability to connect right from the outset

Reputations can be built (and lost!) from an initial perception

“The single biggest problem in communication is the illusion that it has taken place.”

George Bernard Shaw



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YOUR MINDSET

Where the power really lies

Why you can be your strongest asset (yet also your strongest critic!)

We will introduce you to 'Pedestalisation' and how it has already affected you!

Spotting when you are affected by 'power abdication' and how to change it.

Key steps to an effective mind-set

The hamster wheel trap and how to get off

Using your hands to see things differently

The control in focussing outward instead of inward

Building and maintaining confidence

The quick and easy perspective check

Recognising, then breaking out of the competence/confidence loop

Using the time capsule approach to increase confidence

What does success look like?

Why comparison can be catastrophic

Creating your success journey

The 'Mind-set Choice' and how it can change your life...

Who to motivate first and why

Perhaps a trick question – the answer is always you - we help you to be better at it.

We look at simple yet effective ways to motivate and encourage you to develop and grow

What to do now, next and never....

Developing your personal 'brand'

The famous Scottish poet Robert Burns said '*oh what a glory it would give us to see ourselves as others see us*' - Let's look at what they see.

Gaining unique insight from discovering your 'mental drivers' (and those of your team)

Why your brain acts the way it does and how to use it to your advantage

Why we react the way we do under threat (which could be a big meeting or crucial presentation)

The technique of sub-conscious to conscious to remove mental barriers

Introducing Jon Hammond's 'Two Bucket Technique'!

The 2:1 ratio

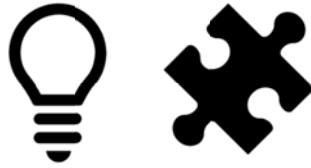
Two ears, one mouth - why great communication should **always** be a two-way thing.

How being a great listener makes you more attractive (and simple exercises to achieve it)



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CONTENT THAT CONNECTS

The big picture

Where to start to make sure you finish successfully every time

The vital steps to understand any audience

Planning when time is tight

Making your messages resonate

What is and what is not effective with audiences

Techniques to prioritise your key messages

How to make it 'live on' in their minds?

The power of storytelling

Harnessing your descriptive powers to your advantage

How to structure stories to engage

Introducing Jon Hammond's 'Cone of Expectation'

Every picture tells a story

Images that can make an impact and images that should be thrown in the bin!

Supporting your story not distracting

Amazing examples of image success

Capturing the audience imagination

Expect the unexpected

The power of **wow** facts

Resonating with their lives

PowerPoint, Prezi and persuasion

Why bullet points (like real bullets) can kill

Why PowerPoint can hinder rather than help your case

Making the technical support work for you

The sound of success

The power of emotive music (for you and your audience)

Using audio to stand out

Effective music in presentations



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DELIVERY – THE TIPS, TRICKS AND TECHNIQUES

Make it authentic

The power of authenticity
Why humility helps you stand out
Why it all comes down to trust

Projection and voice modulation

Has anyone ever said you speak too quickly? – Here's a great technique to change that
Curing the 'Umm' habit
Hitting the back of the room without a microphone

The impact of executive presence

Leadership skills to stand out
What we can learn from the British Royal Family
Making yourself memorable

Notes and scripts

With or without notes – the presenters journey
Fully scripted or bullet points
Making it yours

The vocal language we use

Why win-win value added bottom lines and chasing the low hanging fruit doesn't add up
Choosing the language of the audience
Avoiding the internal language trap

Powerful body language

Making that first impression count
Choosing your attitude
'A comfortable Presenter creates a comfortable audience' – How to become total comfortable in any situation.
Owning the room

Stagecraft

How to use the stage to your advantage
Relaxing
Walking and talking

Autocues and prompts

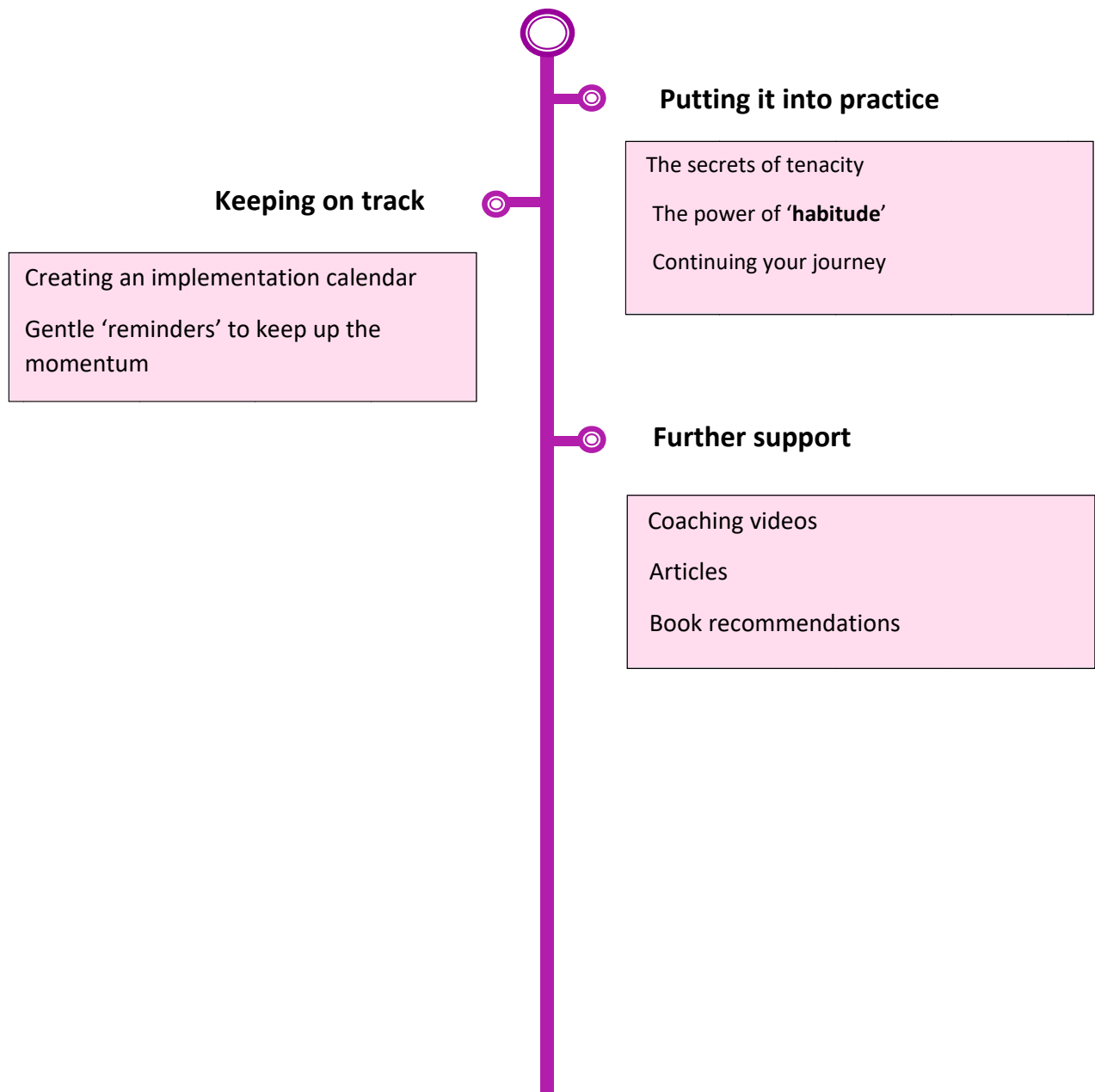
Technical skills to work with technology
Reading without being seen to read



AFTER THE MASTERCLASS



KEEPING UP THE MOMENTUM





THE DETAILS

HOW TO BOOK



Give us a call: +44 (0)1484 680444



Drop us an email: masterclass@jon-hammond.com



Visit our website: www.jon-hammond.com

WHERE IS THE MASTERCLASS?

We bring the masterclass to you. Some clients prefer on site and others at a nearby venue.

NUMBERS

This masterclass is designed for groups of 6-10 people.

If however you are looking for one to one coaching, Jon Hammond provides specific courses for individuals. The **Elite** Masterclass is tailor made for your specific needs. Please don't hesitate to get in touch so we can find the right one for you.

COST

The cost below covers pre-session work, 2 x half day sessions (either a.m. or p.m.) all coaching materials throughout, filmed individual presentations, post-session materials - plus the follow up one to one session.

Cost per person (based on minimum of six delegates) **£797.00** (+VAT and any out of pocket expenses incurred)

As a bonus, following the masterclass, attendees will have complimentary access to online resources including coaching videos, blogs, and regular book recommendations

