



WORKSHOP OVERVIEW

STORY POWER PERSUASIVE

Leverage Narrative Structure to Organize Your Ideas and Persuade Your Audience

STORY POWER

This groundbreaking workshop culls the best practices of persuasive talks and applies them to business presentations. Whether crafting the perfect introductory hook for your presentation or creating a strong closing call to action, crafting a presentation that engages an audience is not as easy as it looks.

Moxie's *Story POWER Persuasive* workshop teaches you how to build powerful presentations from the moment of ideation to the moment of finalization. We'll teach you how to find your core message, organize that message into a clear presentation structure, and create openings and closings that ensure you convey your message with clarity. The POWER methodology is so versatile that you'll learn to apply and utilize it for various presentation opportunities.



WORKSHOP TOPICS

1. P = PURPOSE

Explore audience analysis and start with why to find the core message of your presentation

2. O = ORGANIZE YOUR IDEAS

Use a narrative structure that includes the key components of a persuasive or informative presentation

3. W = WRITE FOR THE EAR NOT THE EYE

Craft presentations that sound conversational, clear, and relevant by understanding your audience

4. E = ENGAGE THE AUDIENCE

Utilize audience engagement techniques (virtual and in person) to keep your audience listening and invite interaction

5. R = REVISE

Edit your presentation to ensure your presentation resonates with your target audience



KEY TAKEAWAYS

- Learn the steps to put together a business presentation from the first point of idea generation all the way to editing the final draft
- Identify both your topic and your message to create memorable presentations with a strong "why"
- Learn to organize the ideas in your presentation using narrative structure
- Implement proven audience engagement techniques to keep the audience interested and paying attention
- Apply essential editing principles to hone and sharpen your presentation
- Learn the best practices of crafting and delivering a persuasive presentation