

Always pushing the boundaries of business education, we are releasing three new and innovative courses for 2012. Each course draws on case studies, videos and examples of great orators combined with practical and useful tips for today's modern day presenter.

Present like Steve Jobs - Visual Masterclass

Steve Jobs was well known for his simple, clear presentations that had a huge 'wow' factor. By examining the rules around the Picture Superiority Effect, we can begin to understand why visuals are the most important medium of all, and how we can adapt our presentations to combine best practice from a design perspective, coupled with powerful straplines and visual rhetoric.

Business Storytelling - Engage Your Audience

Storytelling is the oldest and most powerful form of conveying information but is largely ignored by modern-day business leaders. This course looks at the four facets of the storytelling life cycle and the essential components which will allow you to disseminate your information more clearly. This course draws on examples from modern day storytellers like Jobs, Robinson and Spielberg.

The Power of Rhetoric

'I have a dream', 'we will fight them on the beaches', 'education education education'. We all know these emotive lines, yet have you ever considered that they follow a very well documented structure that you could employ in your next presentation? This course looks at simple rules of rhetoric to get your point across, create impact and deliver memorable messages.

Suitable for

All types of presenters or those wishing to formalise, or brush up on their presentation skills.

About your trainer

A seasoned presenter and author, John has been teaching presentation skills to companies large and small for over 10 years. John's innovative techniques continue to engage and educate his students in a relaxed and informal environment. John has a B.Eng in Computing and an MBA from Cass Business School, London.

What's included?

Handouts, certificates, HD video equipment, case studies, feedback and lifetime support guarantee.



To book call 0843 289 1249 or email bookings@oatmealgroup.com

