

Communicate with clarity. Express ideas creatively. Be engaging and memorable.

PRESENTING COMPLEX CONTENT CLEARLY One day workshop



Do you have to deliver information to others as part of your professional role? Have you ever found yourself wondering how much of it your listeners have understood? And even if they understand, will they remember what you said and use it productively?

Learn how to design and deliver important content, to time-poor people, who may not have your level of technical expertise – so that they not only *'get it'* but they *'want it'!* Today's professionals often have to communicate complex content which others may find difficult to comprehend and apply. The key is to be relevant, organised and engaging. Find out how in this unique and highly acclaimed workshop. Imagine the impact this would have on your productivity and professional standing. The **Presenting Complex Content Workshop** will give you the skills to design and deliver your content effectively.

"This training has been extremely beneficial. Presentations by officers who have undertaken this program show a marked improvement in the speakers' style, design and presentation of the material." Chris Keech. Director. Business Performance and Improvement. Qld Health.

Be praised and admired next time you give a presentation!
Win acclaim when you share your information with clarity.

"A stimulating and comprehensive training workshop which engages one's thoughts and forces considerations "outside the box". A very well constructed course offering considerable guidance and insights to presenting complex content." Garth Copcutt. Customer Service Manager. Department of Innovation Industry Science and Research

Dr. Irena Yashin-Shaw

- ▶ Prepare your content strategically
- ▶ Promote clarity through structure and language
- ▶ Design content for maximum impact, understanding and retention
- ▶ Maximise audience engagement with innovative delivery modes
- ▶ Transform content format for easy comprehension
- ▶ Make your PowerPoint slides 'powerful'
- ▶ Use metaphors, stories and case studies effectively
- ▶ Build audience rapport and present professionally and persuasively

"Excellent redesign of ways to present complex topics simply and with authority, with many opportunities to practice and evaluate ideas." Cam Bowly. Assistant State Manager, AusIndustry

Empowering people by building confidence in speaking, leadership, personal power and presentation skills.



Communicate with Clarity and Engagement!

PRESENTING COMPLEX CONTENT CLEARLY



Dr Irena Yashin-Shaw PhD
Communication and Cognition Expert

With a PhD in Educational Psychology and a Masters Degree in Adult Education, Irena is a highly experienced educator and professional speaker who understands what works and why when it comes to helping people learn and develop. You are guaranteed a high-quality and enjoyable learning experience that will deliver real results and dramatically improve your communication.

BENEFITS

In the age of information overload how do you get 'cut through' and 'stickiness' for your content? The **Presenting Complex Content Workshop** will show you how!

You will feel confident about preparing for and presenting in any context. Make potentially 'dry' information engaging using innovative preparation and delivery techniques. Imagine the benefits to your career, your team, your clients and your organisation,



"What a great course! The format was excellent with the right blend of theory and practice. In particular, it was impressive to see how easily and comfortably you identified the different needs of everyone and provided specific tools and strategies which we put into practice. I have since employed these with great success." Dr Andrew Ivory. Program Manager. Australian Greenhouse Office. Department of the Environment and Water Resources

"Irena has provided extended training and coaching for more than 180 of my engineering and technical staff at Transport and Main Roads. Our focus has been on building skills in imparting complex technical information in a clear manner providing maximum impact and influence. Attendees have embraced and enjoyed the training and feedback has indicated that the usefulness of content has hit its mark. We have used these communication and presentation skills as a catalyst in cultural change." Julie Mitchell. Chief Engineer. TMR

COURSE PREPARATION

Please come with a PRESENTATION in mind.

It could be one that you have coming up in the near future or one that you have delivered recently.

We will use it as a context to apply the concepts we learn throughout the day.

Everyone will deliver a VERY BRIEF excerpt of their presentation in the final session.