

Workshops to Keep People Asking for More

There comes a time in most of our lives when we need to create a workshop – sometimes we're happy to do this and sometimes we're not!

Randall has amazing content for his workshop, he just does not know how to package it effectively as he generally provides this information in a one-on-one basis as a consultant. He is the kind of person you want to know – he helps businesses move from a six figure business to a seven figure business. Interested?

In discussing how to take his business broader he realized workshop presentations were the best option for him – a chance to move from one-on-one to one-on-many.

The process is straightforward.



EMOTIONAL CONNECTION – that's the place to start – tell a personal attention-grabbing story that relates to your topic. This draws in your audience; they are waiting to learn more. The reason your story is first is because you only have a maximum of 7 seconds to grab someone's attention and statements like, "Good morning" or "Thanks for being here" waste that time.

INTRODUCTION – now it comes – who you are, why you are qualified to do the workshop. Include any housekeeping details here and introduce the agenda so people are aware of how the session will run. You do this AFTER the initial story because now you have their attention.

CONTENT – decide on the 3 to 5 things

you want your audience to take away – this is in essence reverse engineering. You have so much to offer, yet if you give too much at once you will see your audience's eyes glaze over. They will become overwhelmed and you will lose them. Under each of these areas list the 3 points you want to make.

STORY – now that you have your content decided upon, attach the stories to the content you want people to take away. Try having varying length stories you can fit into the key topic areas and the points you want to make in each topic.

EXERCISES – to make your content stick it is always advisable to have exercises where people can experience each of the areas you want them to be knowledgeable about. These can be individual exercises, pairs, triads or groups – it all depends on what you want them to learn, the time you have and the resources you have available. The most important part of any exercise is the Debrief you do after it so people understand why they did this, what they experienced and how they will use it.

RECAP – for every topic you introduce you'll want to do it with these steps – first, the story, then the content followed by the exercise. Repeat, repeat, repeat until you have introduced every point you want the audience to have.

WRAP – to ensure everyone has increased his/her knowledge, ask for what has been learned and how it will be implemented.

If you have sat through muddled workshops or rambling presentations it's because there was not a proper flow. Don't be a Betty Bore, make your presentations come alive and keep your audience asking for more.

This is a quick version to get you started. If you would like a free copy of the **PRESENTATION FRAMEWORK** just email me at admin@dimension11.com and we will happily send one out to you.

Sherry's Corner



Recently I read a Facebook post about Billy Flynn Gadois of Boston. It was all about Billy helping his sons make breakfast for their mom on her birthday. And he ensured they had flowers, cards and a gift for their mom. Why is this important? She's his ex-wife. When asked why he would still do things for his former wife his response says it all! "I'm raising two little men. The example I set for how I treat their mom is going to significantly shape how they see and treat women and affect their perception of relationships."

Should I be amazed by this? Not even a little bit – it should be the norm. What a shame I am amazed because this is so rare! Mostly we hear about the negative things about other people – not the great and wonderful things they are doing.

How about you? Let's all remember to respect other human beings – spouses, co-workers, clients and social connections. Please email me and let me know what marvellous aspects of respect you have seen.

Email: sherry@dimension11.com

QUOTE

"If you don't know what you want to achieve in your presentation your audience never will."

Harvey Diamond

Sherry Knight is President & CEO of Dimension 11 Ltd. Listen to Sherry every Wednesday, noon on CJTR 91.3FM (cjtr.ca). To receive Knight Views in your inbox, send an email to subscribe@dimension11.com. Comments and suggestions welcome. Sherry's on Twitter! Follow at: www.twitter.com/SherryKnightD11