

Presenting at POWERGEN

Challenge

The manager of a Service Product Management department was invited to speak at the international POWERGEN trade fair in Barcelona. Customers, suppliers, and competitors would all be present.

Speeches were to be submitted in advance, follow a tightly-controlled time schedule and be in English.

Tone and language were key, as the speech should not be sales oriented, although the speaker naturally wanted to present their company, products and solutions in the very best possible light.



Training Targets

- ⊕ develop and practice a clearly structured presentation
- ⊕ build corresponding visual aids
- ⊕ ensure suitable tone
- ⊕ prepare for diverse questions from customers and competitors alike

Training Solution

The manager worked with a Target coach to:

- Plan:** design, structure, and write the presentation & design suitable visual aids.
- Practice:** build confidence and familiarity, ensure that the presentation met a strict time limit & highlight key messages.
- Perfect:** prepare for aggressive competitor questions, develop own style & fine tune body language.

Feedback was given through peer observation, video capture, and a test run with a critical audience. The coaching resulted in an effective and successful 30 minute presentation – and an expanded skills basket for the future.