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COURSE BROCHURE

Advanced Business Presentation Techniques Training Course

10 – 21 May 2027
Casablanca

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Ref: 795_30160 **Date:** 10 – 21 May 2027 **Location:** Casablanca **Fees:** 6800 GBP

Business Presentation Techniques is a 2-week advanced training course for managers and specialists who take proposals, results and requests to executive committees and boards, and it ends with a recorded board-style decision deck. Senior audiences now read a pre-circulated pack, interrupt early and decide within minutes, so the presenter who frames the ask clearly wins time and funding. Jupiter Prime Training runs this course on Business Presentation Techniques.

Why Business Presentation Techniques Matter Now

Three pressures reshape how proposals reach senior people. Executive agendas are shorter, so a request must survive a five-minute slot and a cold read of the pack. Hybrid meetings split attention between a room and a screen, which punishes dense slides and weak vocal delivery. Directors also expect numbers to arrive as a story with a clear ask rather than a wall of tables. An organisation whose specialists present well gets faster, better-informed decisions; one whose experts lose the room sees sound ideas deferred. The course draws on the Pyramid Principle, the SCQA storyline Situation, Complication, Question, Answer and the assertion-evidence slide model.

Who Gains Most from Business Presentation Techniques

- Function heads who defend budgets, headcount and investment cases in front of executive committees
- Project and change leads who report progress, slippage and options to steering boards
- Analysts and finance partners who turn models and dashboards into recommendations
- HR and people leads who brief directors on workforce, reward and restructuring proposals
- Technical specialists who must explain engineering, risk or system choices to non-specialist decision makers

Departments that send several presenters together gain most, because they leave with one shared storyline method, a common slide grammar and a peer rehearsal habit.

Business Presentation Techniques Capabilities

Participants move from building slides around content to building a short argument around a decision, then rehearse it under pressure until delivery and evidence carry the same message.

- Design a storyline that leads with the recommendation and the ask — executive committee
- Build assertion-evidence slides that a director grasps in seconds — board members reading the pack
- Communicate quantitative evidence as a narrative with one clear comparison — finance and investment panels
- Apply vocal pace, pause and posture to hold authority in hybrid rooms — senior sponsors
- Test a deck against likely challenges and prepare bridged answers — sceptical stakeholders
- Calibrate content and length to a fixed slot and a pre-read pack — committee chairs

Key Business Presentation Techniques Terms

- Pyramid Principle — A way of ordering ideas so the main conclusion comes first, supported by grouped, logically linked arguments beneath it.
- SCQA Storyline — An opening pattern of Situation, Complication, Question and Answer that frames why a decision is needed now.
- Assertion-Evidence Slide — A slide whose headline states one full-sentence claim and whose body shows the visual evidence proving it.
- Executive Summary Slide — A single opening slide stating the recommendation, the ask, the cost and the main risk.
- Bridging Technique — A way of acknowledging a hostile question briefly and steering the answer back to the core message.
- Pre-Read Pack — The document circulated before a meeting so decision makers arrive informed and the live slot focuses on discussion.

Business Presentation Techniques Day by Day

Day 1: How Senior Audiences Decide

- Audience Decision Mapping — Who Decides, Who Influences, Who Blocks
- Executive Attention Patterns — Designing For Interruption And Short Slots
- Presentation Purpose Statement — Inform, Persuade Or Seek A Decision
- Baseline Recorded Talk — Personal Strengths And Delivery Gaps
- Peer Feedback Protocol — Rules For Candid, Useful Rehearsal Notes

Day 2: Storyline Before Slides

- Pyramid Principle Structuring — Leading With The Recommendation
- SCQA Opening Design — Framing Why The Decision Is Needed Now
- Storyboard On Paper — Testing Logic Before Opening Slide Software
- Horizontal And Vertical Logic Checks — Gaps In The Argument
- One-Sentence Ask — Stating Exactly What Approval Is Requested

Day 3: The Executive Summary and the Pack

- Executive Summary Slide — Recommendation, Cost, Benefit And Main Risk
- Pre-Read Pack Versus Live Deck — Splitting Detail From Spoken Story
- Appendix Architecture — Holding Backup Evidence Without Clutter
- Option Framing — Presenting Alternatives Without Diluting The Recommendation
- Time-Boxed Agenda Design — Fitting Five, Ten And Twenty Minute Slots

Day 4: Slide Design for Fast Reading

- Assertion-Evidence Layout — Full-Sentence Headlines Supported By Visuals
- Visual Hierarchy And White Space — Guiding The Eye To One Point
- Colour, Contrast And Accessibility — Legibility On Screens And Print
- Corporate Template Discipline — Consistency Without Template Clutter
- Slide Sorter Review — Checking Flow By Headlines Alone

Day 5: Data Storytelling

- Chart Selection Logic — Matching Comparison Type To Chart Form
- Decluttering Charts — Removing Gridlines, Legends And Noise
- Highlighting The Insight — Annotation And Focus Colour On Key Values
- Narrative Arc For Numbers — Baseline, Change And Implication
- Financial Figures For Boards — Payback, Run Rate And Sensitivity Shown Simply

Day 6: Voice, Presence and the Room

- Vocal Pace, Pitch And Pause — Sounding Measured Under Pressure
- Posture, Gesture And Eye Contact — Projecting Calm Authority
- Opening Ninety Seconds — Earning Attention Before The First Slide
- Nerves Management Routine — Breathing And Preparation Rituals
- Room And Equipment Setup — Clicker, Screen Sightlines And Seating

Day 7: Hybrid and Virtual Boardrooms

- Camera Framing And Lighting — Presence Through A Lens
- Remote Engagement Techniques — Polls, Named Questions And Check-Ins
- Screen-Share Choreography — Switching Between Deck, Model And Document
- Hybrid Room Balance — Including Remote Directors Equally
- Recorded Briefing Format — Short Video Updates For Asynchronous Review

Day 8: Handling Challenge and Hostile Questions

- Question Anticipation Matrix — Predicting Objections By Stakeholder
- Bridging Technique — Acknowledge, Answer Briefly, Return To Message
- Handling Unknown Answers — Credible Follow-Up Commitments
- Defusing Interruptions — Holding The Thread When The Chair Cuts In
- Murder Board Rehearsal — Panel Grilling Before The Real Meeting

Day 9: Persuasion and Influence in the Boardroom

- Stakeholder Pre-Wiring — Private Briefings Before The Formal Meeting
- Framing Risk And Loss — Presenting Downsides Without Losing Support
- Credibility Signals — Sources, Assumptions And Honest Limits
- Closing The Ask — Securing A Decision, Owner And Next Step
- Post-Meeting Follow-Up Note — Recording Decisions And Actions

Day 10: Practising the Board-Style Decision Deck

- Storyline And Executive Summary Final Edit — Applying Days 2 And 3
- Data Slide Polish — Applying Data Storytelling To Key Evidence
- Delivery Rehearsal With Timing — Applying Voice And Presence Methods
- Panel Questioning Round — Applying Bridging Under Live Pressure
- Recorded Board-Style Decision Deck — Final Delivery And Peer Review

Applying Business Presentation Techniques After the Course

- Rebuild an upcoming committee paper using the Pyramid Principle and an executive summary slide, then compare the questions it attracts with earlier papers
- Run a murder board rehearsal with colleagues before the next senior meeting, using the question anticipation matrix to prepare bridged answers

Business Presentation Techniques Questions FAQ

What are business presentation techniques and why do they matter now?

Business presentation techniques are the methods for structuring, designing and delivering a case so senior people can decide quickly. They matter now because executive slots are shorter, meetings are hybrid and directors expect evidence presented as a clear story with a specific ask.

Which roles gain most from advanced business presentation techniques?

Managers and specialists who regularly present to executive committees or boards gain most. That includes function heads defending budgets, project leads reporting to steering groups, analysts turning models into recommendations and HR leads briefing directors on people proposals.

How do business presentation techniques differ from a public speaking or executive presence course?

The focus is the decision deck, not the speaker alone. A public speaking or presence course centres on voice and confidence; here storyline, slide evidence, data storytelling and question handling are built together around one real proposal for a senior audience.

What do you bring back from business presentation techniques training?

You bring back a recorded board-style decision deck built on a real proposal, with peer and panel feedback. You also return with a storyline method, slide rules and a rehearsal routine your colleagues can reuse for future committee papers.

Business Presentation Techniques: The Way Forward

The recorded board-style decision deck becomes a working template for the next proposal a participant takes upward. Its first use is usually a funding or approval request where the executive summary slide frames the ask. Line managers and peers can review the recording to coach delivery. After that first meeting, revisit the question anticipation matrix to see which objections were missed.