



Illuminata Global

*Providing professionals with the skills required
to effectively present to Individuals and Groups.*

Brochure

IGs Course Offerings

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Overcoming Anxiety While Presenting

Do you experience intense anxiety while speaking virtually and/or in person? It is very common for people to feel some level of anxiety while presenting. If you experience anxiety while presenting, it doesn't mean that you're not prepared, professional, or knowledgeable. It simply means that you need the skills required to manage your anxiety while presenting.

Outcomes: By participating in this IG course, you will be provided with the skills to dramatically reduce your anxiety while speaking. Furthermore, you will be provided with reinforcement exercises that will continue the process of diminishing your anxiety and building your confidence in your ability to deliver a great presentation, day after day, month after month, and year after year.

Course Outline:

Do you Feel That you Can't Deliver an Effective Presentation?

You can! All you need are the skills to deliver a great presentation. By participating in this course, you will be provided with the skills required to keep your anxiety at a manageable level while delivering a clear, concise, and compelling presentation.

Showing us that You're Nervous

It is not uncommon to "show" your audience that you are nervous. You may become flushed, begin shaking, etc. These are natural physical manifestations of feeling anxious. In this exercise, your senior IG instructor will provide you with the skills to not "show" your audience that you are feeling anxious.

Verbal Trigger: using IGs proprietary algorithms

Your senior IG instructor will analyze your unique speech pattern, identifying your unique verbal trigger. Your verbal trigger will cause you to: go off-tangent, repeat yourself, use non-words (um & uh) excessively, and significantly increase your anxiety while speaking. By eliminating your verbal trigger through the use of IGs proprietary algorithms, you will significantly diminish your anxiety while speaking.

Responding to Questions

In this exercise, you will be introduced to critical techniques which will enable you to effectively address overtly challenging, passive-aggressive, off-topic, ambiguous, and/or repetitive questions. At the conclusion of this exercise, you will acquire the skills to effectively respond to any question, regardless of the question or the questioner, without displaying hostility, or losing control of the discussion.



Delivering a Technical Presentation to a non-technical Audience

An effective technical presentation establishes and builds confidence in your technical recommendations, helping to solidify consensus and commitment on the part of key decision-makers, team members, clients, and/or senior leaders. In this course, utilizing IGs tools, you will develop and deliver clear and compelling presentations to a non-technical audience.

Course Outline:

Anxiety

It is not uncommon to “show” your audience that you are nervous. You may become flushed, begin shaking, etc. These are natural physical manifestations of feeling anxious. In this exercise, your senior IG instructor will provide you with the skills to not “show” your audience that you are feeling anxious.

Storyboarding

A non-technical and/or technical audience may become disengaged when they do not fully understand complex technical topics. In this exercise, you will develop content that clearly explains complex technical topics, theories, and/or data - - to a non-technical audience.

Creating and Presenting Relevant Content: Knowing Your Audience

It is essential to create content that is relevant to your target audience. In this exercise, using IGs “Content Analysis” tool, you will analyze and develop content that addresses previous, current, and/or future technical challenges that will directly impact your target audience.

Presenting to Multiple Groups - - at the same time.

It can be daunting to develop and deliver an effective presentation to an audience with participants from various departments. Utilizing IGs “Multiple Audience Analysis” tool, you will create and deliver content that addresses the needs of various departments, teams, clients, and/or key decision-makers.

Influencing Key Decision-Makers

How can you create and deliver a presentation that dramatically enhances your ability to influence key non-technical decision-makers? Utilizing IGs “Persuasion Blueprint” tool, you will be provided with the tools to dramatically increase your ability to develop content that will do just that, even when you are not a part of the decision-making process.

Responding to Questions

In this exercise, you will be introduced to critical techniques that will enable you to effectively address overtly challenging, passive-aggressive, off-topic, ambiguous, and/or repetitive questions. After this exercise, you will dramatically improve your ability to effectively respond to any question, regardless of the question or questioner, without displaying hostility or losing control of the discussion.



High-Stakes Presentation Skills

An effective high-stakes presentation establishes and builds confidence in your data, theories, and/or recommendations, solidifying consensus, and commitment on the part of key decision-makers, team members, clients, and/or senior leaders.

Outcomes: Utilizing IGs content development tools, you will develop and deliver clear and compelling presentations to key decision-makers, team members, clients, and/or senior leaders.

Course Outline:

Storyboarding

Your audience may become disengaged when they do not fully understand complex topics. In this exercise, you will develop content that clearly explains complex topics, theories, and/or data.

Creating and Presenting Relevant Content: Knowing Your Audience

It is essential to create content that is relevant to your target audience. In this exercise, using IGs “Content Analysis” tool, you will analyze and develop content that addresses previous and current business issue(s) which directly impact your target audience.

Presenting to Key Decision-Makers, Team Members, and Senior Leaders - - at the same time.

It can be a daunting challenge to develop and deliver an effective presentation to an audience with participants from various departments across your organization. Utilizing IGs “Multiple Audience Analysis” tool, you will create and deliver a presentation that addresses the various needs of your audience.

Influencing Key Decision-Makers

How can you create and deliver a presentation that dramatically enhances your ability to influence key decision-makers? Utilizing IGs “Persuasion Blueprint” tool, you will develop content that will do just that, even when you are not a part of the decision-making process.

Reading Your Audience

An accurate “read” of your audience may have nothing to do with audience members’ facial expressions. How then can you get an accurate read of your audience? There are, in fact, ways in which you can get a true read of your audience. In this exercise, you will be introduced to IGs “Top Ten Audience Reads” tool, which will allow you to accurately “read” your audience.

Responding to Questions

In this exercise, you will be introduced to critical techniques that will enable you to effectively address overtly challenging, passive-aggressive, off-topic, ambiguous, and/or repetitive questions. After this exercise, you will dramatically improve your ability to effectively respond to any question, regardless of the question or questioner, without displaying hostility or losing control of the discussion.



Presenting to Senior Leaders

Presenting to senior leaders can be intimidating. While presenting to senior leaders, we need to develop relevant and compelling content that details increased profitability, productivity, risk, return on investment, long and short-term vision, data integrity, milestones, and accountability.

Outcomes: By attending this course, you will acquire the skills to effectively create and deliver a clear, concise, and compelling presentation to senior leaders.

Course Outline

Story Boarding

IGs “Story Board” is a structured process that allows for the organic development of content for a presentation to senior leaders.

Elevator Pitch

Using IGs “Executive Briefing” tool, you will design and deliver a clear and concise elevator pitch that is no longer than two minutes in length.

Explanation of Complex Information

We are likely to fully comprehend complex information if that information is delivered in a clear, concise manner. In this exercise, your senior IG instructor will provide you with the skills to effectively deliver complex concepts, data, topics, and theories, translating them into content that is clearly understood, engaging, informative, and memorable.

Articulating Your Contributions

In this exercise, you will develop and deliver content that effectively highlights your contributions to the productivity and profitability of your organization.

Impromptu Speaking

It’s common to repeat yourself, go off on tangent, or become overwhelmed by nerves when you’re asked to speak without sufficient time to prepare. In this exercise, utilizing IGs “Impromptu Response” tool, you will dramatically enhance your ability to quickly formulate and deliver a clear, concise, engaging talk, even when you are not prepared to do so.

Defending Your Data

In this exercise, you will dramatically enhance your ability to effectively respond to questions and/or statements that challenge the accuracy or reliability of your data in a calm, clear, and effective manner.

Reading Your Audience

An accurate “read” of your audience may have nothing to do with audience members’ facial expressions. How then can you get an accurate read of your audience? There are, in fact, ways in which you can get a true read of your audience. In this exercise, you will be introduced to IGs “Top Ten Audience Reads” tool, which will allow you to accurately “read” your audience.



Articulating the Benefits of Returning to the Office

Many organizations are now mandating that their employees return to the office. Other organizations are providing a hybrid option of working virtually and in person. It is essential to clearly articulate the benefits of returning to the office that are directly linked to increased engagement, collaboration, and productivity. In this seminar, each participant will develop a return-to-work communication strategy that addresses the professional and personal goals of individuals, employees, groups, or departments who are being encouraged to return to the office.

Course Outline

Case Studies

In this exercise, your senior IG instructor will cover five leading case studies that address the professional and personal benefits of returning to the office.

Key Messaging: specific employees

Our messaging must be tailored to an individual's personal and professional goals. Utilizing IGs "Individual Communication Road Map" tool, each participant will formulate a communication strategy that addresses the personal and professional goals of an individual who is being encouraged to return to the office.

Key Messaging: specific department or group

Developing and delivering a clear, concise, and compelling message that addresses the benefits of returning to the office must be tailored to the personal and professional goals of that department and/or group. Utilizing IGs "Group Communication Road Map" tool, each participant will formulate and deliver a communication strategy that addresses the various personal and professional goals of a specific group or department that is being encouraged to return to the office.

Preparing for "Push-Back"

There are clear benefits to working at home. There are clear benefits to returning to the office. When asserting that returning to the office is the best option, we must be prepared for "push-back." Each participant will formulate twenty or more questions/assertions that challenge the benefits of returning to the office. Furthermore, each participant will develop a strategy to uncover "unsaid" objections.



Dynamic Virtual Presentations

Virtual presentations are inherently different from in-person presentations. Virtual presentations offer advantages and disadvantages. In this course, your senior IG instructor will provide you with the tools to effectively address the advantages and disadvantages of delivering a virtual presentation.

Outcomes: By participating in this course, your senior instructor will provide you with the tools to effectively create and deliver clear, concise, and compelling virtual presentations.

Course Outline

Effective Speech in a Virtual Environment

In this exercise, your senior IG instructor will introduce you to IGs “Ten Key Vocal Techniques” tool, which will dramatically enhance your ability to deliver clear, concise, and compelling content - - in a virtual environment.

Non-Verbal Communication: Body Language, Gestures, and Facial Animation.

In this exercise, you will be introduced to IGs effective virtual non-verbal communication techniques, which will dramatically enhance your non-verbal communication and authentic presence, while delivering a virtual presentation.

Eye Communication in a Virtual Environment

In this exercise, your senior instructor will introduce you to IGs “Effective Eye Communication in a Virtual Environment” tool, which will provide you with the skills to utilize sustained and effective eye communication while delivering a virtual presentation.

Presence in a Virtual Environment

It can be difficult to define “presence.” However, there are identifiable verbal and non-verbal skills that will enhance your presence in a virtual environment when effectively used. In this exercise, you will be introduced to IGs “Enhancing Your Virtual Presence” tool, which will enhance your presence in a virtual environment.

Responding to Questions

In this exercise, you will be introduced to critical techniques that will enable you to effectively address overtly challenging, passive-aggressive, off-topic, ambiguous, and/or repetitive questions. At the conclusion of this exercise, you will dramatically increase your ability to effectively respond to any question, regardless of the question or person who asked it, without displaying hostility or losing control of the discussion.

Functionality

In this exercise, you will be introduced to IGs “Five Virtual Essentials” tool, which will dramatically enhance your ability to utilize effective body language in a virtual environment.



Storytelling

Storytelling will dramatically increase your ability to effectively inform, engage, inspire, and persuade your audience. Storytelling also helps to humanize the speaker, increasing your ability to connect and engage with your audience. Furthermore, storytelling dramatically increases your ability to effectively explain complex concepts, data, topics, and/or theories.

Outcomes: Utilizing IGs “Storyboarding” tool, you will develop and deliver compelling, engaging, inspiring, informative, and memorable stories.

Course Outline

Personal Stories

Personal stories help to humanize you, increasing your ability to connect and engage with your audience. A personal story can be emotional. However, it does not need to be emotional to be effective. In this exercise, your senior IG instructor will guide you through the process of developing personal stories that have a direct link to your previous, current, and/or future contributions to your organization.

Life-Changing Stories

Life-changing stories are about the people who have mentored and guided you to be the person you are today. In this exercise, your senior IG instructor will guide you through the process of developing a life-changing story that has shaped you into the person you are today and how it has made you a better person and contributor to your organization.

Client Stories

An effective customer story must be about how and why you value your clients/customers. Your story must include why, when, and how you have valued your client. In this exercise, your senior IG instructor will guide you through the process of developing a story that clearly defines the value you provide your client.

Success Stories versus Stories of “Failure”

We should celebrate our successes. However, no one is perfect. We all make mistakes. We may learn more from our failures than our successes. It’s not as important to highlight your mistakes compared to the lessons you have learned from those mistakes. In this exercise, your senior IG instructor will guide you through the process of developing a story that acknowledges the mistakes you have made, how you learned from them, and how those lessons learned have made you a better person and contributor to your organization.

Quest Narrative

A quest narrative is a story in which you have strived towards personal or business goals. Your story will detail how you faced multiple crises, obstacles, and/or personal and professional challenges along the way. In this exercise, your senior IG instructor will guide you through the process of developing your story, which details how you have risen in the face of multiple challenges and how that has made you a better person and contributor to your organization.



Executive Coaching

Do you want to improve your presentation skills? Are you preparing for a high-stakes presentation? Are you preparing to speak at a large conference? Do you not want to attend a group session? If so, our one-on-one coaching option might be the right fit for you.

Outcomes: Our one-on-one coaching will be custom-designed to meet your personal and professional goals, allowing you to dramatically increase your ability to present a clear, concise, and compelling presentation.

Our Process

Step One: We will set up a free, no-obligation assessment. We conduct our assessments virtually (via conference call, WebEx, Microsoft Teams, etc.).

Step Two: A senior IG trainer will provide you with a free, no-obligation training plan based on their assessment of your personal and professional goals.

Step Three: A senior IG trainer will submit their training plan for your approval or revision.

Step Four: You will decide whether to move forward with your training plan or not. No one will continue to follow up with you should you choose not to move forward.



Accent Reduction Training

Do you need to improve your ability to communicate with co-workers, colleagues, and clients? Do you feel that your accent inhibits you from delivering a clear presentation? If so, this customized course might be right for you.

Outcomes: IGs customized Accent Reduction course will provide you with the skills and tools to tackle American Business English.

Our Process

Step One: We will set up a free, no-obligation assessment. We conduct our assessments virtually (via conference call, WebEx, Microsoft Teams, etc.).

Step Two: A senior IG trainer will provide you with a free, no-obligation training plan based on your assessment and your personal goals.

Step Three: A senior IG trainer will submit your training plan for your approval or revision.

Step Four: You will make the decision to move forward with your training plan, or not - it's up to you. No one will continue to follow up with you should you choose not to move forward.

Our Accent Reduction course is designed to accommodate your schedule. Training sessions are conducted virtually, allowing you to complete your training from any location, at your own pace.

This course is taught by experienced IG linguistic experts. Using standard American Business English, regardless of your native language, you will acquire the skills to communicate clearly, concisely, and effectively.