

# *Become a Master Presenter Keynote*

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Masterful presentations move an audience to see the world differently and inspire them to achieve more than they ever thought possible. So it is not surprising that the ability to prepare and deliver excellent presentations is one of the most important skills for success in business and in life.

Almost all of us find ourselves making presentations, whether brief, informal or longer and more complex. You may be called upon to give a presentation to a client, boss, or colleague, to a small group meeting or to an audience of 1,000 or more. The *Become a Master Presenter* program provides insights into the presentation secrets of the world's top presenters. Through this program you will learn how to apply these skills and strategies in your own presentations.

## *The Become a Master Presenter Presentation will:*

1. Help you prepare a presentation that is twice as good in half the time
2. Build self-confidence and reassurance while reducing nervousness
3. Ensure your presentations are focused, cohesive, organized and on target
4. Help you engage your audience by giving the “Wow” before the “How”
5. Make any type of presentation more interesting, engaging and interactive
6. Improve delivery and flow by 50% to 99%
7. Make your presentations memorable and maximize transfer of learning

You helped me put my content into a clear, concise presentation that I had fun delivering... and most importantly my audience loved! Your formula is brilliant!!! It's easy to see why your clients and your audiences love you. — *Jane Atkinson, President & CEO, Speaker Launcher*

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Dr. Brad McRae, CSP, is the Director of the Atlantic Leadership Development Institute and has helped organization and individuals achieve peak performance for the past 25 years. He is also the author of eight books including *The Seven Strategies of Master Negotiators*, *The Seven Strategies of Master Presenters*, *Are You Managing Your Career or Is Your Career Managing You* and has sold over 100,000 books in North America, Australia, Europe, Asia and the Caribbean. He is also a graduate of Harvard Business School's Leadership Best Practices Program.

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