

Presentation Excellence™

A Resource Center for Executives Who Want Excellence in all Their Endeavors

September 2007 Newsletter

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New Website Launched

We feel like the shoemaker whose kids finally get new shoes.

Our original site was designed years ago, when we focused on presentation design and training, and our team offered content-rich motivational keynotes. Over the years, our clients continue to use us as "trusted advisors" to develop business plan strategies and evaluate progress; facilitate Management Advances; coaching senior executives; operate SuperMentoring programs; provide marketing communications; and deliver other consulting projects. Our new website provides more details on these services. See our new design by clicking [here](#).

[Click here](#) to tell us what you think of the new site, and enter our drawing for a FREE consultation!

Thanks.

Jerry Cahn, Ph.D., J.D.
President

Presentation Effectiveness Depends on the Goal

Recently, while working with an attorney to develop a persuasive presentation, we were reminded of a classic story.

Many years during the Cold War, there was a two person race between an American and a Russian. The American came in first and the Russian second. The American newspapers reported that a major race had taken place and the Americans won, and the Russians came in dead last. The Russians reported that there was a major race and the Russians came in second and the Americans came in next-to-last.

The point is clear: it's not the facts per-se that count, but the goal and how you spin the story to achieve that goal. Both parties wanted their constituents to feel good about how their team beat the opposition and spun stories to make the point. It can be done with facts or statistics, as the classic [Lying with Statistics](#) demonstrates.

So, the next time you're preparing a presentation, first focus on the goal: what actions or feelings do you want you're your audience. Then, present the facts to achieve the goal.

News

StevensGouldPincus's Managing Partner, Rick Gould will be speaking on "Setting & Achieving Key Financial Ratios to Increasing Agency Profitability" at the Sept. 27-28, 2007 PR Agency Management Summit.



WORKSHOP

Hosted by Jerry Cahn, Ph.D., J.D.

November 15, 2007 - Executive Presentation Training Workshop

Are your presentations really working for you - impacting your audience and advancing your career? If not, this workshop is for you.

Present like a Pro focuses on the "4 Ss":

- Select the right **Substance** and eliminate distractive details.
- Use a **Structure** which organizes the material to lead the audience to the desired conclusion.
- Implement a **Style** of powerful words and graphics which engages audiences and not bore them!
- Harness critical **Speaking** skills to overcome fears, exude confidence and demonstrate your competence.

During this program we'll practice by delivering your own presentation, and getting feedback from video & group. To promote your company, service or product - and your career, don't miss this workshop. For info, [click here](#).



Yes, we also offer in-house corporate group training and one-on-one coaching. Share with us what you need and we'll find the right solution for you. [Click here](#).

RECENT TESTIMONIAL

Your 2007 presentation to experienced institutional real estate sales professionals at the National Association of Real Estate Investment Managers (NAREIM) conference was great. We all learned something new from you, and your interactive, motivating style was much appreciated so early in the morning! I know a number of the participants have since contacted you about your professional services and I hope you will be able to assist them in their future sales presentations. I wish you continued success in your efforts. - KM, TIAA-CREF.

For more info, see: [StevensGouldPincus](#)

Vuance Ltd. ([NasdaqCM:VUNC](#)) a provider of innovative incident management, active RFID and credentialing solutions to the public safety, commercial and government sectors has engaged Target 3 Communications to provide investor/public relations and corporate communication services.

ABOUT OUR AFFILIATES & SERVICES

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If you would prefer to not receive further messages about Presentation Excellence's upcoming seminars, please click [here](#).