



# Workshop Present With Power

If you want people to...

Care about your work...

Invest in your ideas or your company...



Sense your mastery...

or Change their minds...

You must engage your audience with your clarity, passion and presence.

This program enables you to:

- Quickly engage and connect with an audience of 1 or 1,000
- Tell compelling stories
- Use your voice and body language to energize a room
- Strengthen your language and eliminate verbal mush
- Compose and structure a presentation without pain
- Overcome nervousness
- Deal with difficult questions (there are always difficult questions)
- Be memorable

How it works

- Workshops are highly immersive and tailored to your company's needs. Each session consists of short learning segments that participants then try out in front of the group. Meaningful and actionable feedback is provided.

## Syllabus

**FAST STARTS**  
AKA HOW TO GET THE AUDIENCE OFF THEIR PHONES IN 10 SECONDS

- Question
- Story
- Problem
- Quote
- Surprising fact
- Contrarian opinion

**COMPELLING STORYTELLING**

- Use drama and telling detail
- Evoke emotion
- Surprise: Give your audience what it needs but not what it expects
- Arresting visuals or props
- Bumper sticker ending

**THE QUICK PITCH**  
TELL YOUR STORY IN LESS THAN 1 MINUTE WITH THE S-O-C METHOD

- Solution: What problem/s are you solving?
- Opposition: Anticipate and preclude any possible objections
- Commitment: Close the deal by requesting a small commitment

**DELIVERY**  
USING YOUR VOICE AND YOUR BODY TO HOLD THE ROOM

- Mindful movement
- Word emphasis
- Vary your volume and your speed
- Dramatic pausing

**POWER UP YOUR LANGUAGE**

- Eliminate filler words, uptalk, and jargon
- Make statistics/numbers dramatic
- Use metaphor instead of long winded explanations

**DIFFICULT QUESTIONS**

- The ATM (Answer-Transition-Message) Method

**WRITING YOUR PRESENTATION WITH LESS PAIN** (There is always some pain)

**ADD POW TO YOUR POWERPOINT**

What people have said:

"We worked with JDC on training our team to give pitches to investors and other audiences, and we were very pleased. They fit an amazing amount of practice, helpful tips and tricks, and useful feedback into two days of work. As a result, we're extending the training to other folks in the office."

Josh Auerbach  
Partner and CFO Betaworks

"Joe is amazing. I contacted him last minute for help and two weeks later I delivered my presentation in front of 450 people, changed a public company's global strategy, and was offered a huge strategic investment. "You killed it" was my favorite response."

Chris Bruce  
CEO | Sproutling

"I've had a great experience working with Joe. I was nervous at first but found our sessions to contain just the right combination of straight talk and encouragement. It became obvious to me that he really knows his business when he took my script and re-wrote it, but in my voice. What a relief!"

Fred Kiel  
Co-Founder, KRW International, author, *Return on Character*

Let's talk.

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