

Executive Briefings & Presentations Best Practices Handbook

J. Robert Parkinson, Don Philpott



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Executive Briefings & Presentations Best Practices Handbook J. Robert Parkinson, Don Philpott A Five Step Process and Guide to Making Powerful Presentations to Colleagues and the Press for Government & Corporate Managers and Leaders Effective communications is all about getting the right message across to the right audience, at the right time, in order to get maximum impact. Many politicians and business people have mastered this skill and developed it into an art form that fuels their success. The techniques they use, however, can be learned. That is what 'Dry Martini, Bitte' is all about. Once you have learned these skills you will be able to make effective, attention-grabbing presentations. You will be able to lead successful meetings, chair discussions, give media interviews and be confident in knowing that what you are saying is being both heard and understood. The book will teach you how to develop presentation skills so that you grab the audience's attention from the very first moment. It also discusses in great detail how to make maximum impact using posture, hand gestures, eye contact and all the other factors that come into play when successfully communicating with others. For more details, visit www.GTIBookstore.com

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