

Advanced Presentations & Public Speaking Skills

Achieve your business objectives through clear, convincing and impactful business presentations.

This two day workshop is aimed at experienced business professionals who need to drive a clear and persuasive message across organizations and audiences. You will practice an effective system to dramatically improve your success rate every single time you present to a colleague, manager or customer. Increase your hit rate in gaining alignment and closing deals by influencing and convincing your audience to take action steps.

Target Attendees

This course enables business professionals to deliver effective presentations to customers, senior managers or internal clients. Many attendees have already been presenting for ten years or more. Participants should be key employees who are willing to work to take their performance to a significantly higher level.

Our Unique Design

Our proprietary **10-point system** for effective business presentations is based on **core psychological principles**. Our courses are held in groups of only **four to five attendees**, so that you receive an **exceptional** amount of personal attention.

Our Unique Metrics

We invite comments and feedback from attendees, but we do not rely on them to assess our course. Instead, we measure the outcome of every course based on the actual performance level achieved for each individual.

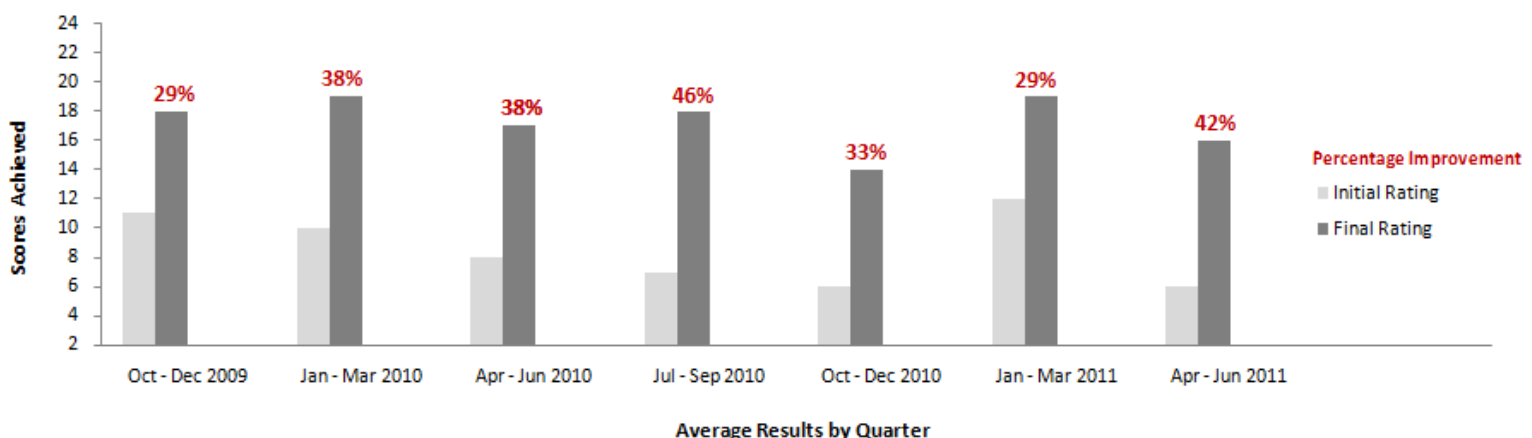
Your Trainer

You will be coached by **Dr. Amanda Nimon Peters** who has an exceptional combination of academic, business and people management skills (see profile).

Performance Improvement

You can expect to see major performance improvement in your presentation skills. Improvement rates below indicate the difference between a speaker's average performance, and their ability at the end of two days. We reinforce this new capability with a one-on-one follow up session back in the participant's own office.

Performance Improvement by Objective System Measurement



Register now

Increase your effectiveness in driving business results by a *minimum* of 20%!

Course Details

Location:	The Monarch Hotel, One Sheikh Zayed Road (beside World Trade Centre Roundabout)
Group size:	Minimum of three, maximum of six participants per course
Timing:	8.30am to 5.30pm daily for two days
Investment:	AED 6700 inclusive of an individual report as well as a 60 minute follow-up personal coaching session in the participant's place of work or our office within one month following the course (timing subject to availability).
Enrolment:	To register, email us on deepa@sarablackint.com with your name, contact details & preferred date. A representative will call you to explain how to prepare so you can make the most of your course.

Recent comments & results

Jan 2012: Number of attendees: 4; Average improvement: 46%

Comments of ALL participants:

1. "Excellent course! This was a very different approach to making excellent speakers." **Ryan R, Scottish, HSE Advisor, Dubai Petroleum**
2. "I am actually looking forward to delivering my next presentation. This course was a good combination of theory and practical sessions." **Carol McC, Scottish, Management Accountant, Dubai Petroleum**
3. "The course was really good! It increased my confidence level. I am confident that going forward I will deliver great presentations." **Husain I, Indian, Team Leader – Financial Accounting, Dubai Petroleum**
4. "Amanda and Deepa – What a great team! You took us down a completely different and compelling path to do better." **Jessy E M, Indian, Management Accountant, Dubai Petroleum**

October 2011: Number of attendees: 4; Average improvement: 43%

Comments of ALL participants:

1. "I have made hundreds of speeches and presentations over a long career, but still learned several valuable new tools." **Annette B, Australian, Director Executive Education, Abu Dhabi Centre for Organisational Excellence**
2. "What a great course! It has opened my eyes and mind on how to use a presentation to achieve my business goals." **Rolf A, South African, Senior Consultant Acting, Links Group of Companies.**
3. "This course was great! I will definitely recommend this course to my colleagues. Amanda coaches us intensively to apply the principles and hence significantly improves our presentation skills." **Vlad V, Russian, Business Development Manager, Cisco**
4. "Fantastic experience. I can now take the 10 steps to presenting effectively and use them tomorrow for years and years to come." **Michael D, Australian, Corporate Sales Manager, Jebel Ali Group of Hotels.**

March 2011: Number of attendees: 4; Average improvement: 39%

Comments of ALL participants:

1. "A total transformation of my understanding of presentations". **Ajai T, Indian, Business Development Manager, Audiviz Technology.**
2. "My impression of giving presentations has completely changed. What a great course! I would gladly recommend it to all professionals who need to drive clear messages in their business". **Sujit N, Indian, Head of Finance, Gulf Extrusions.**
3. "A rewarding and engaging course, free from clutter" **Sajid H, Plant Manager, Gulf Extrusions.**
4. "For the first time in my life I am actually looking forward to presenting!" **Judith K, British, Financial Adviser, Holborn Assets.**

Dr Amanda Nimon Peters

Business psychologist and expert presentation skills and public speaking coach

Beginning her career in universities...

Amanda entered university at age 16. She graduated at 19 from the University of Adelaide with a first class Honours Degree in Psychology and the Australian Psychological Society Prize. At 20, she was a Junior Lecturer in Psychology at the Flinders University of South Australia. At 22, she moved to the University of Cambridge on a full scholarship where she took a Master's Degree and Ph.D. in Behavioural Science.

Moving into the business world...

Amanda was recruited into Procter & Gamble at its European Headquarters in Brussels. Her key role was applying psychological principles to create large-scale improvements in consumer communications, external messages, and advertising. She took a variety of international postings across Europe and the Middle East, and worked on strategic projects for all major brands (brands such as Pantene, Head & Shoulders, Wella, Ariel, Crest and Pampers). In more than 10 years with Procter & Gamble, Amanda was also a main contributor to talent development and training. She was consistently rated by trainees in Saudi Arabia, Dubai, Kuwait and Karachi as amongst the top few trainers and presenters in the region.



Now an expert coach and consultant in business presentation skills

Today Amanda manages Sara Black International, a company that makes good people even better. The company's key product is a simple but transformational 10-point system for delivering business presentations that drive the audience to action. This proprietary system is based on core psychological principles which have been proven to underlie the most successful television advertising. Her company has successfully applied this system to noticeably transform the presentation and public speaking skills of 100s of experienced professionals in the UAE. A team of MBA students coached according to her system recently won a public speaking competition, and in April they flew to New York to deliver a presentation to Bill Clinton.

Amanda is also a faculty member at HULT International Business School where she teaches a programme that takes high potential MBA students and makes them even more effective.

Amanda was selected as the public speaking coach for contestants on upcoming TV show The Entrepreneur, and will feature in the programme aired in September 2012 on Dubai's premier television station Dubai One.

Amanda is Women's Captain of ABRaS Athletics Club and a keen sports enthusiast. In April 2012, she took 2nd place in the race up the 52 floors (1334 stairs) of the Emirates Towers. In November 2011, she placed first woman overall in the charity assault course *Ice Warrior* inside Ski Dubai, and in 2009 she took 3rd place in the Standard Chartered Dubai 10m race.

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