

1. Record Nr.	UNINA9910460850503321
Autore	Weiss Michael
Titolo	Presentation skills : educate, inspire and engage your audience // Michael Weiss
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2015
ISBN	1-60649-877-0
Edizione	[First edition.]
Descrizione fisica	1 online resource (97 pages)
Collana	Digital and social media marketing and advertising collection, , 2333-8830
Disciplina	658.452
Soggetti	Business presentations Public speaking Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references (pages 89-93) and index.
Nota di contenuto	1. Why I wrote this book -- 2. Respect -- 3. First things first -- 4. You -- 5. Them -- 6. Pitch versus presentation -- 7. How -- One more thing -- Notes -- References -- Index.
Sommario/riassunto	The popularity of the TED talk has raised the bar for public speaking and presentations. Audiences expect to be educated, inspired, and engaged whether they are sitting in a conference room or an auditorium. Yet too often presenters lack the skills to take command and deliver persuasive and entertaining pitches and presentations. Where most presenters fail is twofold: First, they often give into and accept their fear without fully understanding how their DNA is affecting their body and mind. Second, most people think the presentation is all about them and not the audience, which could not be further from the truth. The audience is the hero of the story and the presenter is their guide to take them on a journey. Like a one-act play, a presentation is not a meeting, it is a performance. And it is the job of the presenter to respect the audiences' wishes, wants, and needs. With the advent of smartphone the job of the presenter, which is to keep the audience's attention on them rather than on the tiny device in their hand, has become increasingly more difficult. The purpose of this book is to inspire you to take the next step in your presentation skills and

practice. I simplify my theories and break it down into three areas: Identifying your unique style (Chapter 4), how to identify and work with different personalities in the audience (Chapter 5), and how to use tools such as PowerPoint, to create engaging and exciting slide decks (Chapter 7). This book is intended to be used as a reference guide when you are creating a new presentation and figuring out how to deliver it to persuade the audience to take action. Whether you are a seasoned presenter, a CEO, a marketing manager, an Executive Director of a nonprofit, or a teacher, there are ideas, tips, and tricks within the pages of this book to help you better understand who you are and how to engage your audience. Throughout the book are exercises to help you identify your own personal and unique style and practice by yourself or with others. Keeping with the theme of storytelling I share my own personal stories and anecdotes to illustrate my theories on how I became the seasoned presenter I am today.

2. Record Nr.	UNINA9910961143603321
Autore	Falcone Paul
Titolo	2600 phrases for setting effective performance goals : ready-to-use phrases that really get results // Paul Falcone
Pubbl/distr/stampa	New York, : American Management Association, 2012
ISBN	9781621984696 1621984699 9780814417768 0814417760
Edizione	[1st edition]
Descrizione fisica	1 online resource (225 p.)
Disciplina	658.3/12
Soggetti	Goal setting in personnel management Performance standards Employee motivation
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	pt. 1. Performance appraisal goals for core competencies and

commonly rated performance factors -- pt. 2. Performance appraisal goals for particular titles and roles.

Sommario/riassunto

As a manager, you aren't truly successful unless your employees are as well. But their success depends on you. Complete with handy bonuses like an individualized development plan (IDP) tool, 2600 Phrases for Setting Effective Performance Goals teaches readers to not only set expectation on the basics like attendance, attitude, teamwork, and time management--you'll learn how to craft goals that internally motivate your employees to achieve phenomenal results.
