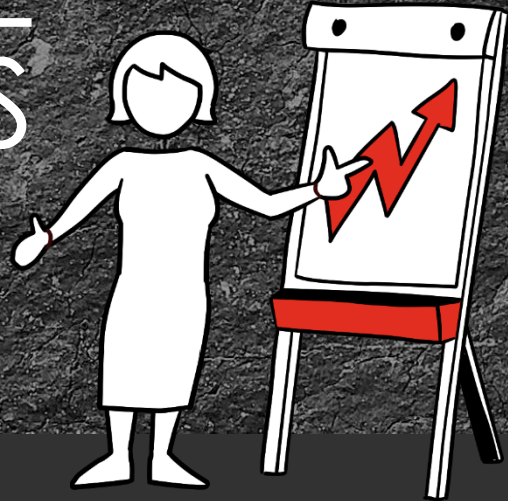




**making**  
presentations

The science and art of  
saying things brilliantly

# CATALOGUE OF COURSES 2025



*Reliably Transformative Training*

Making a presentation can feel bewilderingly difficult. Even smart, interesting people, with thoughtful and valuable ideas to share, undermine their messages by being mediocre presenters. Our training courses offer the opportunity to develop people to be impactful, inspirational, versatile presenters.

We group our courses into:



**Core  
presenter  
skills**

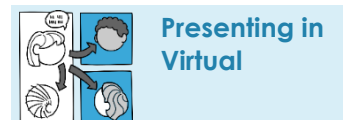


**Presenting in  
specific  
scenarios**



**Mastering  
presenter  
styles**

In addition, we specialise in courses  
on communicating within  
virtual/hybrid settings.



**Presenting in  
Virtual**





To get in touch with questions or just a chat:  
[richard.pascoe@makingpresentations.co.uk](mailto:richard.pascoe@makingpresentations.co.uk)



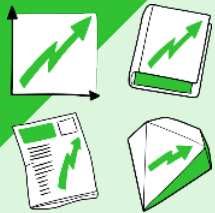
# Overview of Courses




## Core presenter skills: Courses to cover comprehensive presentation skills



Topic	Notes	Length	Learners
 <b>Effective Presentation Skills (EPS)</b>	The toolbox of foundational skills	F2F = 1.5 days Virtual = 10 hrs over 1 wk	6-10
 <b>Inspirational Presenter (IP)</b>	The toolbox of advanced skills	F2F = 2 days V = 12 hrs over 1 wk	5-10


## Specific Scenarios: Courses to focus on skills for particular presenting scenarios



Topic	Notes	Length	Learners
Explaining 	<b>Presenting Data: Craft &amp; Convey</b>	Transmit data and analysis that is understood	2.5 hours Max 30
	<b>Complex to Simple</b>	Make complex info feel comprehensible	90 minutes Max 30
Selling 	<b>StorySELLing</b>	Engage and persuade through story ingredients	2.5 hours Max 30
	<b>Credibility &amp; Rapport</b>	Adapt your status to build trust and standing	90 minutes Max 30
Announcing 	<b>Invincible Messages</b>	Make your key messages unforgettable	2 hours Max 30
	<b>Newsie News</b>	Grab attention and pass on key information	90 minutes Max 30
	<b>Host with the Most</b>	Emcee whole events & lead panels	6 hours 1-4

## Master Presenter Styles: Courses to activate a presenter's agility

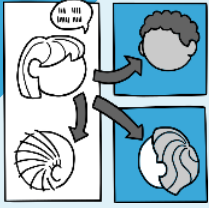






Topic	Notes	Length	Learners
 <b>The Versatile Presenter (Full)</b>	Master 12 presenter styles to get the response you need.	F2F = 1 day	3-6
<b>The Versatile Presenter (Intro)</b>	Short intro – often combined with one or more of the following:	2 hours	Max 30
 <b>Share Knowledge</b>	Share what is known: from information to wisdom	½ day	Max 10
 <b>Inspire Change</b>	Inspire the intuitive desire to embrace change	½ day	Max 10
 <b>Build Belonging</b>	Build trust and confidence in your audience	½ day	Max 10
 <b>Drive Actions</b>	Set clear expectation and enable execution	½ day	Max 10






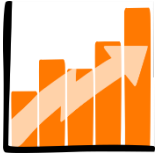


## Presenting Virtual/Hybrid: Courses to enable presenters to adapt to virtual settings



Topic	Notes	Length	Learners
 <b>Virtual Presenter</b>	Present with virtual tools	90 minutes	Max 30
 <b>Virtual Facilitator</b>	Facilitate training / events / workshops over virtual tools	7 hours (across 3 sessions)	6-12
 <b>Effective Virtual Meetings</b>	Run meetings over virtual tools	90 minutes	Max 30
 <b>Virtual Interviewer</b>	Interview candidates over virtual tools	2 hours	Max 30



We are very proud of our training courses, but they cannot meet every need. Therefore, we additionally offer a range of other services, including:

 <p><b>Keynotes &amp; Talks</b></p> <p>e.g.:</p> <ul style="list-style-type: none"> <li>Keynote speeches.</li> <li>Short webinars.</li> </ul>	 <p><b>Consulting</b></p> <p>e.g.:</p> <ul style="list-style-type: none"> <li>Content/course design.</li> <li>Train-the-trainer.</li> <li>Guidance on event design and delivery.</li> </ul>	 <p><b>Coaching</b></p> <p>e.g.:</p> <ul style="list-style-type: none"> <li>Executive coaching.</li> <li>Conference presentation coaching.</li> <li>Team coaching for conference event.</li> </ul>	 <p><b>Hosting</b></p> <p>e.g.:</p> <ul style="list-style-type: none"> <li>Host events.</li> <li>Lead panel discussions.</li> <li>Train your people to host events.</li> </ul>
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The following pages give you the key information on each training course, including: class size, length, target audience, and learning outcomes.

For latest pricing and other questions, please contact us.

[richard.pascoe@makingpresentations.co.uk](mailto:richard.pascoe@makingpresentations.co.uk)

Richard Pascoe



Kirstie Hawkes





# Core presenter skills

Long courses (1+ days) designed to develop a broad range of presentation skills. There is a basic course (EPS) and an advanced course (IP). All include significant time for personal practice, individual coaching and expert feedback.



## Effective Presentation Skills

*Design and deliver a good business presentation*

Presenting is hard. We are not born with the ability to do it. We need to learn the foundational principles then practice to build our confidence.

Class size 6-10



Face-to-Face: 1.5 days (+ pre-work)



Virtual: c.10 hours (4x 2hr sessions + coaching + homework)

Target Anyone making business presentations

Learning outcomes

- **Organise** your content and form a clear message in a reliable structure
- **Design** effective slides and visuals that support, rather than distract from, your message
- **Deliver** your presentation effectively through language, space, visual aids and Q&A

A great foundational course.



## Inspirational Presenter

*The science and art of saying things brilliantly*

Often in business our ability to get results is dependent on our ability to skilfully arrange our thoughts and explain them coherently. This courses develops a comprehensive toolbox of advanced presentation skills.

Class size 6-10



Face-to-Face: 2 days (+ pre-work + individual coaching)



Virtual: 14 hours (5x 2-3hr sessions + homework + coaching)

Target Good presenters who need to become great presenters

Learning outcomes

- Define the **impact** of your presentation and meet the **needs** of any human audience.
- Choose from a set of powerful **structures** that support your message (e.g. story).
- **Perform** through varied archetypal styles – language, movement, visuals.
- Engage your audience through how you **interact** with them.
- Pick levers that form a message that the audience will **recall** (i.e. not forget).
- **Energize** yourself (mind, body, and voice) so you a ready as you step into the spotlight.

Our award-winning advanced course. An ideal choice for lead teams.



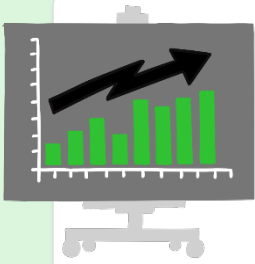




# Presentation Scenarios

These topics are designed to meet the challenges of specific situations or roles. All were created in response to direct requests from clients, so we know they are real needs.

## Explaining Insights:



### Presenting Data: Craft & Convey

*Design data to feel simple, then uncover the insights*

Our presentations often need to be full of data, yet do we know how to design a basic data table or chart? Do we know how to guide someone through our analysis? What can we do to hold their attention as we do so? A few principles change everything about presenting data.

Class size 10-30



F2F: 2.5 hours



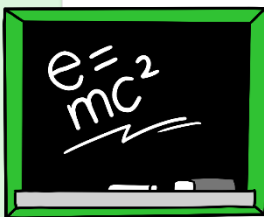
Virtual: 2.5 hours

Target People who present data and influence people with complex data.

Learning outcomes

- Design data that oozes **clarity**
- Spotlight important data to **focus attention** to your data story
- Include elements that helps your audience to **trust your data story**
- Trackthru your data so your audience **understands the data**
- Uncover your data so your audience **engages with your data** story

This course can be extended to a 1-day workshop



### Complex to Simple

*Reform our content to feel more simple to our audience*

Sometimes we have complex information to share, where we cannot just cut ideas down to a few key points. We need a broader range of tools that will make the complexity feel comprehensible to our audience.

Class size 10-30



F2F: 90 minutes



Virtual: 90 minutes

Target SMEs, content owners, or anyone with complex information to share.

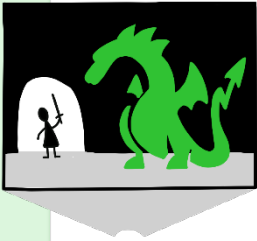
Learning outcomes

- Lumberjack – **cut wisely** and carefully **mark the path** through the forest
- Piggyback – connect to complexity that **the audience already understands**
- Quarterback – **direct people through** your content & visibly **manage time**

Combines brilliantly with our Presenting Data course



## Convincing and Selling:



### Story-SELL-ing

*Persuade people to listen to, and buy into, your idea*

We learn to organise our recommendations into a logical sell, but then struggle as our 'buyer' loses interest through the delivery. Perhaps the magical ingredients of a Hollywood blockbuster will help engage and persuade our buyer? Spoiler: they will.

Class size 10-30



F2F: 2.5 hours



Virtual: 2.5 hours

Target Designed for sales people who make formal pitch presentations, but valuable for anyone who needs to persuade others.

Learning outcomes

- Follow the **recipe for persuasive selling story**
- Add in any of 12-15 **story ingredients** to engage and persuade the audience

This course can be extended to a 1-day workshop



### Credibility & Rapport

*Move consciously between an authority and an equal*

When selling an idea we sometimes need to be seen as a credible expert: confident, assertive, comfortable in our topic. At other times we need to be seen as an equal partner: collaborative, fair, trusting. Can we learn to portray both? We find the skill is hard-wired into all of us once we consciously make the choice.

Class size 10-30



F2F: 90 minutes

Target Designed for sales people, but valuable for anyone who needs to persuade others or make formal pitches.

Learning outcomes

- Recognize status levels** in ourselves and in others
- Adapt our **spoken language** and **body language** to signal status
- Adapt our **position** and **movement** in space to signal our status

Also, a great session for team building



## Announcing and Launching:



### Invincible Messages

*Design messages that the audience cannot forget*

The brain has evolved to forget the majority of information that we read and hear. This means many excellent messages are lost forever within moments of the presentation ending (if not sooner). Fortunately, the brain will remember your messages if you pull the right levers – we offer you six.

Class size 10-30



F2F: 2 hours



Virtual: 2 hours

Often paired with our  
Story-SELL-ing course

Target Anyone who has a message to convey that they need their audience to remember.

Learning outcomes

- ◀ **Judge your messages** against the S.T.O.R.E.D. model - 6 levers to help people remember your message: simple, trusted, omg, repeated, emotive, and drawable
- ◀ **Develop messages to last**, using the S.T.O.R.E.D. model



### Newsie News

*Help people get the information you need them to have*

We all struggle under a daily torrent of information. Sometimes, we need to add to the deluge ourselves, to broadcast news of some sort. How do we offer information so the audience notices it, engages with it, and takes in key messages? How do we do this so the audience feels in control?

Class size 10-30



F2F: 90 minutes



Virtual: 90 minutes

Target Anyone with news to share to their audience.

Learning outcomes

- ◀ **Recognise how news is organised** and why
- ◀ Use news form to **grab the attention** of an audience
- ◀ **Guide the audience through** the information so that they choose when to disconnect





## Host with the Most

*Guide people through an event*

Hosting an event takes a unique set of skills different from other forms of presenting. Setting up the day, introducing speakers, connecting sections, managing breaks, leading panel discussions, and more. For any emcee, it is a minefield of tricky processes to master. How does the emcee become immediately trusted and yet soon forgotten, as the event runs smoothly without a hitch?

Class size 1-4



F2F: 6 hours

Virtual: 2x 3 hours

Target People hosting/emceeing events. Especially useful for people leading panel discussions.

Learning outcomes

- ◀ Understand the **primary expectations of the host**: "the chair = a chair"
- ◀ **Brief speakers** and get the most from **rehearsals**
- ◀ **Transition between host roles**: tour guide, police officer, caddy, and spokesperson
- ◀ **Gain questions effectively** from an audience and lead a full **Q&A panel**







# Mastering presenter styles



<<< The courses that directly connect to our book: **The Versatile Presenter**.

Through our career we develop a main way to present. However, this fixed way of presenting will only work in some situations. We need be good at adapting the way we present to the type of presentation that we are giving. And the further we get in our careers, the more this is true.



## The Versatile Presenter (Full)

*Master 12 presenter styles to get the response you want*

As we develop as leaders we find ourselves needing to deliver in increasingly varied presentation situations. We need to present to inform, to direct, to build confidence, and to inspire. As presenters we need to be true to ourselves while embodying diverse presentation styles that will encourage the audience to listen and respond as want. This is hard. This needs mastery-level ideas and teaching.

Class size 3-6

 F2F: 1 day

Target Presenters who need to be great presenters in all situations.

Learning outcomes

- ◀ **Set the intent** for your presentation objective and individual steps through
- ◀ **Select the prez-type** (form of presentation) to use through your presentation
- ◀ **Sharpen your messaging**, content and structures to support your prez-type
- ◀ **Shift your style** to match your chosen prez-type while staying true to your authentic self

Book published  
February 2025



## The Versatile Presenter (Intro)

A short introduction to ideas within The Versatile Presenter.

Class size Max 30

 F2F: 2 hours

 Virtual: 2 hours

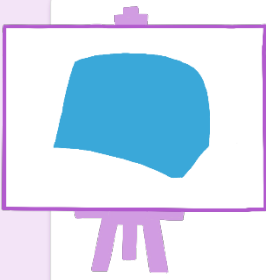
Target Anyone who needs to stretch beyond a single presentation style.

Learning outcomes

- ◀ **Set the intent** for your presentation objective and individual steps through
- ◀ **Select the prez-type** (form of presentation) to use through your presentation
- ◀ **Sharpen** your presentation design. **Shift** your presentation performance

Often combined with one  
or more of the following  
four courses.





## Share Knowledge

*Adapt your style to guide understanding*

Get insights into how to flex your presentation style to scenarios where your audience needs to develop greater understanding. Maybe you have a market overview to share. Maybe you have a new model to explain. Maybe you have an exciting update to the team strategy to convey. This is how to signal to an audience there is important information to be understood.

Class size Max 10



F2F: ½ day

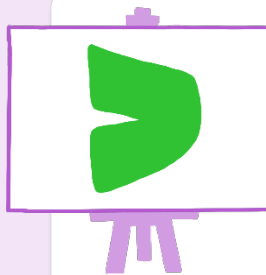


Virtual: ½ day

Target Anyone who needs to share information that drives deep understanding.

Learning outcomes

- ◀ Select one of four prez-types that **enables people to learn**
- ◀ Shift your delivery style into **sage, student, explorer or creator**
- ◀ Master how to **sharpen your content and shift your delivery to share knowledge**



## Inspire Change

*Adapt your style to inspire a new perspective*

Get insights into how to flex your presentation style to scenarios where you want to shift thinking. Maybe you have a contentious recommendation. Maybe you have a critical category-changing sales pitch. Maybe you need your leadership to shift strategy. This is how to signal to an audience it is time for a new perspective.

Class size Max 10



F2F: ½ day



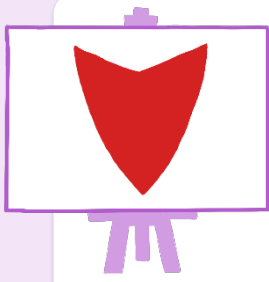
Virtual: ½ day

Target Anyone who needs to envision an audience with a new perspective or idea.

Learning outcomes

- ◀ Select one of four prez-types styles that inspire **a new outlook**
- ◀ Shift your delivery style into **hero, magician, explorer or maverick**
- ◀ Master how to **sharpen your content and shift your delivery to inspire change**





## Build Belonging

*Adapt your style to grow connection and confidence*

Get insights into how to flex your presentation style to scenarios where you want to build their sense of belonging as a team. Maybe they do not know you or the company well. Maybe we have come through a tough time. Maybe you know tough messages are to come. This is how to encourage everyone to see themselves as a valuable member of the tribe.

Class size Max 10



F2F: ½ day

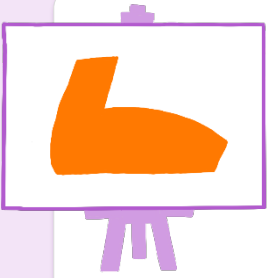


Virtual: ½ day

Target Anyone who needs to build trust, confidence and a sense of a team.

Learning outcomes

- ◀ Select one of four prez-types that **build trust & confidence**
- ◀ Shift your delivery style into **jester, lover, maverick or everyman**
- ◀ Master how to **sharpen your content and shift your delivery to build belonging**



## Drive Actions

*Adapt your style to instruct on specific actions*

Get insights into how to flex your presentation style to scenarios where you need people to follow through on expectations and next steps. Maybe you need them to deploy key messages. Maybe you need them to complete a process. Maybe you need them to focus on three key choices. This is how to signal to an audience there are steps they must take.

Class size Max 10



F2F: ½ day



Virtual: ½ day

Target Anyone who needs to spur people to complete a set of specific actions.

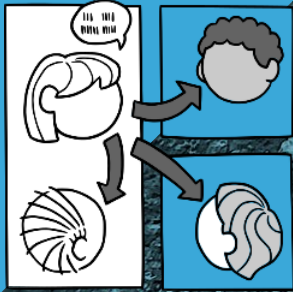
Learning outcomes

- ◀ Select one of four prez-types that drive an audience **to take action**
- ◀ Shift your delivery style into **ruler, caregiver, creator or everyman**
- ◀ Master how to **sharpen your content and shift your delivery to drive action**





# Presenting in virtual/hybrid



## Virtual Presenter

*Present effectively through virtual tools*

Live TV is different from live theatre. Similarly, presenting virtually, whether in pure virtual or hybrid, is different from face-to-face presenting. We all need some help making the transition.

Class size Max 30



Virtual: 90 minutes

Target Anyone making presentations through virtual tools (e.g. Zoom, MS Teams).

Learning outcomes

- **Prepare for a virtual presentations**, making key choices with virtual
- **Consider how your audience will be watching**, whether all virtually or a hybrid mix
- **Design slides to keep your audience's attention** better in virtual
- **Connect and interact differently** for virtual presentations using a range of tools

Our most-booked course



## Virtual Facilitator

*Lead training classes and workshops through virtual tools*

Even the most experienced facilitator can find training virtually a daunting challenge. The most valuable learning moments often come from the spontaneous conversations and questions, yet in virtual the class seems to prefer spectating silently. We need new principles, tools and skills.

Class size 6-12



Virtual: 7 hours (across 3 sessions)

Target Anyone leading virtual training classes or workshops.

Learning outcomes

- **Create a great learning environment in a virtual** setting, such that participants are able and eager to engage in the session
- **Lead exercises and activities in a virtual setting**, in a way that accesses the advantages that online can bring
- **Practice 4x Virtual Virtues** – behaviours to focus on most as you facilitate in a virtual setting

Our biggest international client puts **all their** internal virtual trainers through this course.





## Effective Virtual Meetings

*Lead or participate in an effective virtual meeting*

Virtual meetings can feel much harder to run than a face-to-face version. However, virtual meetings are a standard part of our working lives, and we need some new principles to make them effective.

Class size Max 30

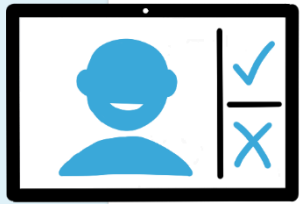


Virtual: 90 minutes

Target Anyone regularly leading, or participating in, virtual meetings – where all or some of the attendees are joining remotely.

Learning outcomes

- How to be ready: how to prepare for a virtual meeting
- How to get started: how you begin will set the direction for the rest of the meeting
- How to keep connected: how to keep everyone involved and ensure all key voices are heard



## Virtual Interviewer

*Interview candidates over virtual tools*

We would normally prefer to interview face-to-face, to help understand the candidate better and to promote the company and role we are hiring for. However, at times a virtual interview is the practical way to do things. Make sure both sides get what they need.

Class size 6-12



Virtual: 2 hours

Target Anyone who leads virtual interviews.

Learning outcomes

- Overcome potential barriers to running a virtual interview
- Manage your virtual interview "room" to put the interviewee at ease
- Lead the virtual interview well, considering factors like the start, note taking, and sharing a great image of the company
- Avoid unconscious bias through factors specific to virtual interviews



# Introducing...

We are part of a small company called GWP Training Ltd. Most of our training will normally be run by Richard Pascoe and/or Kirstie Hawkes, both ex-P&G leaders full of experience, expertise, and curious stories.

## Richard Pascoe



Richard is one of the UK's top experts in presentation skills, personally delivering courses, coaching, and consultancy for a collection of global clients.

For over 15 years, leaders in Procter & Gamble relied on his passion and knowledge in this fundamental management skill, calling him the "Guru Grandfather" of advanced presentation skills training.

Today he is the company director of GWP Training Ltd, leading training courses, individual coaching and tailored consultancy on all aspects of **making presentations** - "The science and art of saying things brilliantly".

Richard is an unusual combination of commercial savvy, brain-science nerd, and drama king:

- 18 successful years at P&G in a range of commercial and L&D roles.
- 15 Years exploring behavioral science, vocal technique, and theatre practices, focusing on how each links to presentation skills.
- Trained opera singer, award winning amateur performer, and expert impro facilitator.

Richard knows that getting your message across brilliantly is punishingly difficult but that it is also eminently learnable. We can all present brilliantly when we embrace spontaneity, craft what we say to connect with how an audience thinks, and dare to be ourselves.

## Kirstie Hawkes



Kirstie is a hugely experienced and passionate presentation skills trainer, facilitator and consultant. Richard's partner in crime on advanced presentation skills since they met in P&G in 2003.

Kirstie combines senior commercial experience in marketing, external relations, and consultancy with over 20 years guiding people towards better presenting. Richard reads all the books, Kirstie makes sure the ideas have real world practical application in commercial situations. Guiding people to present more inspiringly so they can have more impact on their teams and their business.

Kirstie's expertise comes from:

- 15 successful years at P&G in a range of commercial and marketing roles.
- Almost 10 years at Kantar Consulting, where as Head of Category and Shopper she led and facilitated local, regional and global programs for major FMCG companies.
- Award-winning amateur performer.

Kirstie strongly believes that you need to demonstrate your passion for the topic, and that you care about your people, if you want people to engage with your message. She brings these vital beliefs to all her training.





# Making Presentations

*the science and art of saying things brilliantly*

[www.makingpresentations.co.uk](http://www.makingpresentations.co.uk)

