

# Influence!!

A Program on Effective Business Presentation

**Duration:** 16 hours (2 man days)

**Batch Size:** 16 – 18 participants

**Level:** Middle and Senior

**Overview:** A common perception is that presentation is all about creating an “impact” through form and style. In a business scenario, however, presentation is all about influencing the audience towards a business decision. Influence helps participants create a powerful presentation through the COCOA structure and learn to use form and style of presentation as a vehicle only.

Program Focus

- Presentation Architecture
- COCOA Model
- Audience Engagement
- Presentation Norms

**DNA: Content and form vs. mere form.**

