



# What do your presentation skills say about you?



**WILLIAM S.**  
Spears School  
**OF BUSINESS**  
Center for Executive and  
Professional Development

**Executive Presentation Skills:  
Transform Yourself into a Dynamic Presenter**

OSU-Tulsa • March 26-27, 2009

# Create an exciting message and develop a dynamic delivery.

## Executive Presentation Skills: Transform Yourself into a Dynamic Presenter

Whether you find yourself in front of a large group, your colleagues at a conference table or a one-on-one lunch, this program will help you win over your audience and get your point across.

**“Most people’s aversion to public speaking can be overcome if they avoid falling victim to the traps that trip up most presenters.”**

**- Dr. Andrew Urich**

The Executive Presentation Skills program with Dr. Andrew Urich will help you develop your presentation skills and learn how to present your ideas with conviction, confidence and poise - and without fear!

The effectiveness of this program flows from three unique, empowering concepts:

1. You will learn to be yourself and develop your own style,
2. You will learn to avoid the many pitfalls that derail most presenters, and
3. You will develop the skills necessary to plan a dynamic and persuasive presentation.

Most importantly, the Executive Presentation Skills program will allow you to gain presentation skills by making a presentation.

## Why you should attend:

If your ability to communicate verbally is vital to the success of your organization, this program is for you! This program is recommended for everyone who needs to speak in front of groups, sell ideas to others or simply develop their presentation skills. By participating in this program, you will learn how to:

- Clarify your purpose
- Analyze your audience
- Avoid typical presentation mistakes
- Identify effective visual and vocal cues
- Expertly handle difficult questions and situations
- Overcome fear or discomfort
- Gain confidence in your presentation skills

## Program content:

The Executive Presentation Skills program will address the following concepts:

- Keys to great presentations
- Leading with impressions, not content
- Communication is visual and vocal, not verbal
- Presenting as the art of creativity and performance
- Effective presentation organization
- Presentation checklists
- Handling questions and audience management

These concepts are particularly helpful in the areas of leadership, client contact, sales, marketing, project management and motivating teams.

## Program format:

This program employs a unique two-part format that begins with 4 hours of instruction and guidance from Dr. Urich. The first day also includes a networking opportunity with lunch. The next day, participants meet in small groups to make a presentation. Half of the participants will meet in the morning, and the other half will meet in the afternoon. This format provides an opportunity for you to apply and reinforce program concepts in a safe and supportive environment. You will receive feedback and encouragement from Dr. Urich as well as a video of your presentation for self-evaluation.



## About the instructor



Dr. Andrew Urich is an effective, entertaining and enthusiastic communicator with both practical and academic experience.

He holds the Puterbaugh Legal Studies and Ethics in Business Professorship in the Oklahoma State University Department of Economics and Legal Studies in Business and has served in this capacity for more than twenty years. Prior to joining the faculty of the Spears School of Business, Dr. Urich received a law degree from Case Western Reserve University, completed post doctoral studies at the London Institute of Comparative Law and practiced law with a major corporate law firm.

Dr. Urich is a lecturer, researcher and consultant in the areas of influence, negotiation and consumer protection, and he is the recipient of numerous teaching awards. He has taught in Kyoto, Japan, and is currently a member of the Executive MBA faculty at Zayed University in the United Arab Emirates.

Through outreach programs in the Spears School's Center for Executive and Professional Development, Dr. Urich helps clients get what they want by building profitable relationships and sharpening influence, persuasion and presentation skills.

## What others are saying

*"Professor Urich takes a stressful topic, adds in humor and self deprecation, resulting in a powerful, insightful, and most of all, useful training program! Dr. Urich equips the participant with tools ready for use. Several of our participants conducted a presentation the following day and were able to easily integrate Dr. Urich's key points."*

*"I want to start presenting as much as possible to practice and improve. Professor Urich was very motivating and had great advice!"*

*"Giving presentations is not everyone's favorite thing to do, but with this training we were able to get up in front of a group in a safe environment and be critiqued. This was very helpful in giving me confidence and improving my ability to speak in front of others."*

**Register today!**

**Register one of three ways:**

1. Fill out the registration form in this brochure,
2. Visit [cepd.okstate.edu](http://cepd.okstate.edu), or
3. Call 1-866-678-3933

Center for Executive and Professional Development | Spears School of Business | Oklahoma State University  
Telephone: 405.744.5208 | Toll Free: 1.866.678.3933 | E-mail: [cepd@okstate.edu](mailto:cepd@okstate.edu) | Web: [cepd.okstate.edu](http://cepd.okstate.edu)



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# Registration Form

## Executive Presentation Skills: Transform Yourself into a Dynamic Presenter

OSU-Tulsa • Thursday, March 26, 2009, 10 a.m. to 3 p.m. (lunch provided) and Friday, March 27, 2009, morning or afternoon

To register, please complete this form and fax to 405-744-6143 (credit card) or mail with check to the address below.

Name (Dr./Mr./Ms.)

Title

Company/Affiliation

Address

City/State/ZIP

Office Phone

FAX number

E-mail

**Yes! Please register me for Executive Presentation Skills: Transform Yourself into a Dynamic Presenter**

\$800 per person

\$750 per person for 3 or more people

### Payment Information

**If paying by credit card, please fax registration form to 405-744-6143.**

Charge \$\_\_\_\_\_ to my  Visa  MasterCard

Card No. \_\_\_\_\_ Expiration date \_\_\_\_\_

**A check payable to Oklahoma State University is enclosed for the amount of \$\_\_\_\_\_.**

Mail registration form and check to: OSU Center for Executive and Professional Development

215 Business Building | Oklahoma State University | Stillwater, OK 74078-4011 USA

Center for Executive and Professional Development | Spears School of Business | Oklahoma State University

Telephone: 405.744.5208 | Toll Free: 1.866.678.3933 | E-mail: [cepd@okstate.edu](mailto:cepd@okstate.edu) | Web: [cepd.okstate.edu](http://cepd.okstate.edu)

For online registration, visit [cepd.okstate.edu](http://cepd.okstate.edu)



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