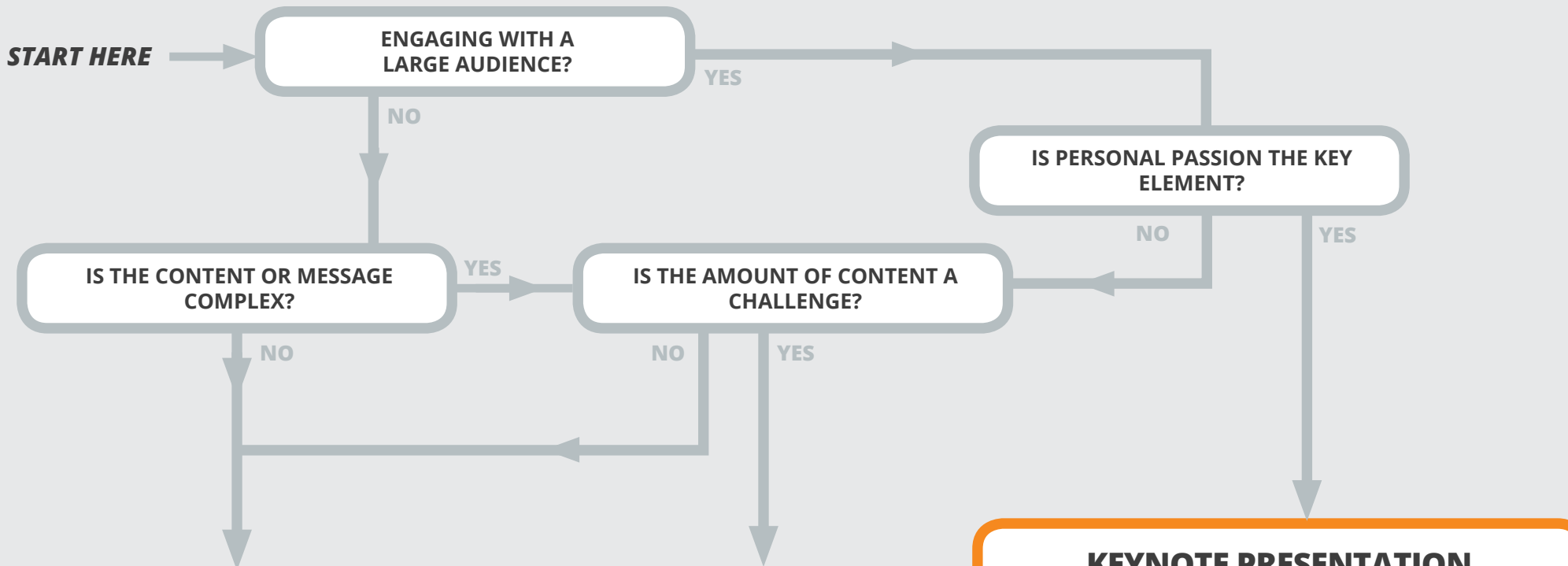


IMPACTFUL PRESENTATIONS

NEW APPROACH TO DELIVER THE TALK OF YOUR LIFE!



SLIDEDOC PRESENTATION

Present your information in a quick, direct and efficient way to your audience based on your "autopilot".

optimal for SHARING INFORMATION

benefits:

- To the point and extremely efficient
- Can be a fixed format
- Slides often used as slide-doc / handout

examples:
Team meetings, management updates etc

steps:

Co — **De** — **Pe**

CONTENT — DESIGN — PERFORM

CORPORATE PRESENTATION

Based on the objective and target audience characteristics craft the storyline. Your slides support your story.

optimal for GIVING INSIGHTS

benefits:

- Easy to prepare through fixed steps
- Your audience understands you
- You can share your insight effectively

examples:
Commercial/strategy presentations, lectures

steps:

Go — **Co** — **St** — **De** — **Pr** — **Pe**

GOAL — CONTENT — STRUCTURE — DESIGN — PRACTICE — PERFORM

KEYNOTE PRESENTATION

Unlocking natural charisma by capturing the speakers' message and use this as essential building blocks. Focus on optimizing both the structure and the performance to create maximum impact.

optimal for REALIZING IMPACT

benefits:

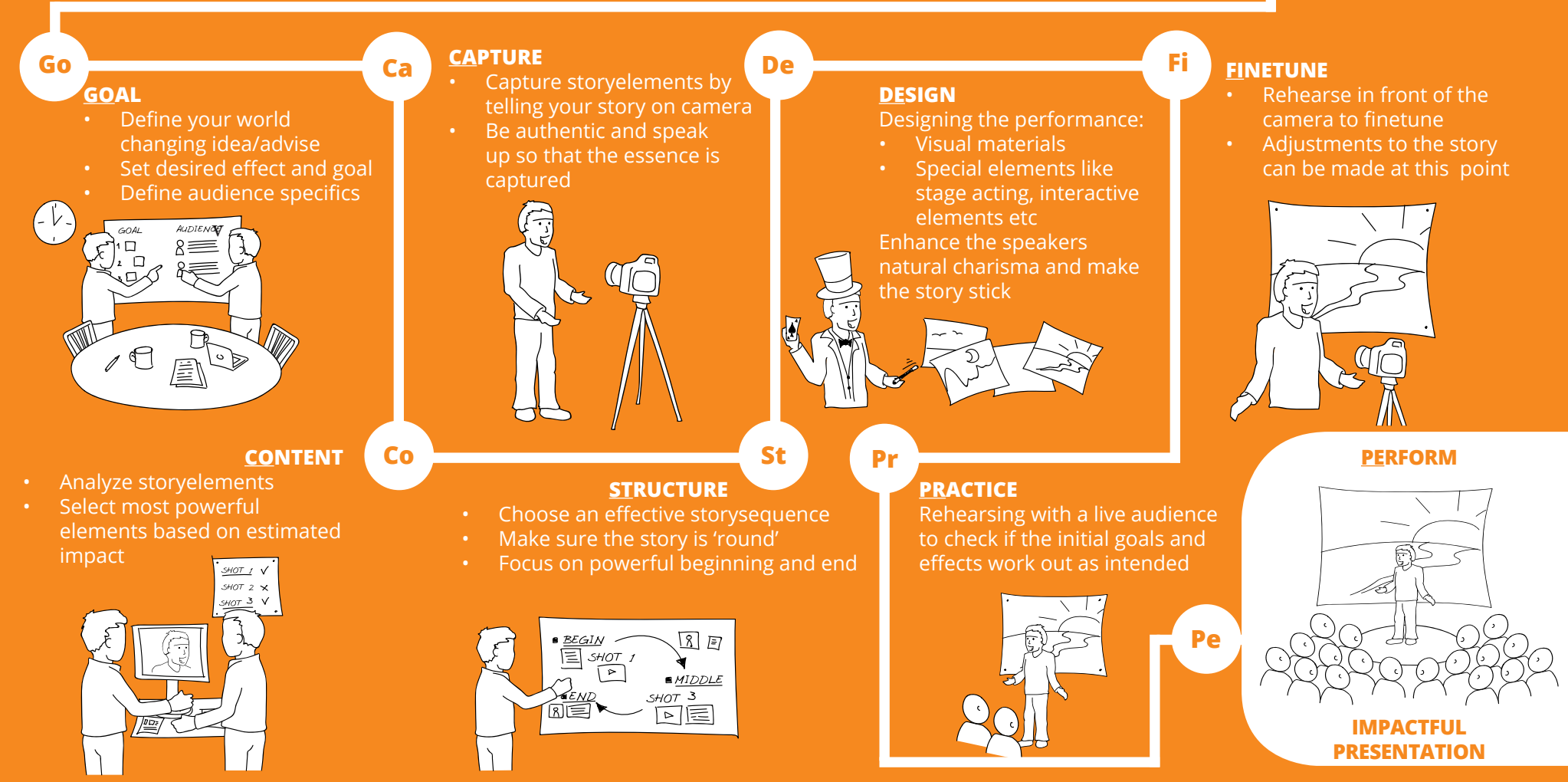
- Your story resonates with the audience
- You will maximize your charisma
- You can make a difference in the world

examples:
TED talks, keynote presentations

steps:

Go — **Ca** — **Co** — **St** — **De** — **Fi** — **Pr** — **Pe**

GOAL — CAPTURE — CONTENT — STRUCTURE — DESIGN — FINETUNE — PRACTICE — PERFORM



References from happy clients

MICHEL CLAASSENS
Vice President, Head of Digital Marketing, PHILIPS LIGHTING

"It helped me to break out of my 'corporate state of mind' and go back to the essence of my story. The keynote speech at the Social Business Forum in Milan was extremely well received and resulted in great new connections based on my personal story. I recommend this method for everyone who wants to maximize his presentation impact."

ROBERT GUIJT
Adjunct directeur, DE LA MAR THEATER

"Coaching on the subject of sharpening the story, defining the storyline and visualization of my story gave me the support I was looking for. It also helps me very practically how to integrate pauses in my talk and make better use of the space on stage. My effectiveness has increased because of a better posture and more interaction with the audience."

ROBIN VAN SOOLINGEN
Former world champion Karate

"While having trained people in personal leadership for over 15 years, I was quite excited to give a TEDx talk since I never performed 'Public Speaking' before. I experienced their support as critical, engaged and competent. They helped me in creating seamless connection between me as a person and the message I wanted to deliver. I could be myself on stage, a great achievement!"

LINDA JONK
Survivor 'CAFÉBRAND HET HEMELTJE'

"Wendy Rundberg and Mark Geljon coached me for my TEDx talk. Wendy guided me to the essential story by her "straight to the point" attitude and approach. Mark helped me with his knowledge of storylines and storytelling principles to make my story as powerful as possible. Mark and Wendy have coached me to a higher level and gave me trust that my story was 'worth sharing.'"

INGMAR LARSEN & BEN LANGEVELD
Founders NOPHONE

"Wendy and Mark gave us an enormous amount of energy by coaching us with our performance and story. The essence of our talk was constantly the main focus and by refining together, our story made us really stand out in our performance. The result was a true moment of shining and joy on the TEDx stage."

Want to know more?

www.impactfulpresentations.com

About the authors
WENDY RUNDBERG, is an experienced trainer and coach specialized in personal performance. Many companies have benefitted from her expertise by bringing their presentation to life for their audiences. Wendy worked with corporates by crafting their business presentations, helped company's to win Tenders with their impactful story and coached various keynote executives and TEDx speakers.

MARK GELJON, is an experienced story architect and entrepreneur on the edge of new developments. In his opinion delivering impact needs to balance the content of the story, the techniques in delivering the story and the personal connection of the speaker. Besides running his company GriDD, Mark has coached numerous executives and TEDx speakers to impactful success.

