



**IN-HOUSE  
TAILOR-MADE  
WORLD-CLASS**

**BUSINESS  
PRESENTATION SKILLS  
TRAINING & COACHING**



# INTRODUCTION.

secondnature<sup>®</sup>  
the business presentation skills experts



# SPECIALISTS IN BUSINESS PRESENTATION SKILLS TRANSFORMATION

First, a question or two about the people in your business. At times do your leaders, managers or staff:

- ➔ suffer from presentation nerves or a lack of confidence?
- ➔ come across as unprepared or lack conviction in their argument?
- ➔ bore, confuse or disconnect from the audience with a rambling monologue?
- ➔ have illogical, overly long, data-dump style presentations?
- ➔ not make enough impact when delivering high-stakes presentations, pitches or tenders?
- ➔ miss out on sales opportunities because of waffling, unconvincing presentations?
- ➔ lack presence, authority or the ability to command respect in front of people who matter?

Business today is high stakes, complex, competitive and fast.

To succeed, business executives at all levels need to respond to these challenges. They need to be confident - to command the attention of others. They need to be persuasive - to sell their message to internal and external audiences. And they need to be credible - to influence business outcomes.

secondnature's specialist business presentation skills training and coaching programmes help your people meet all these challenges and are the most experiential, results-driven workshops available today.

Trusted by the most demanding blue-chip organisations, our hands-on programmes provide executives with relevant, practical and real-world skills which can be applied immediately back in the workplace, becoming second nature and having a lasting impact on all presentations to come.

We want to make learning make a difference - for you, for your people and for your organisation. We look forward to becoming your partner.



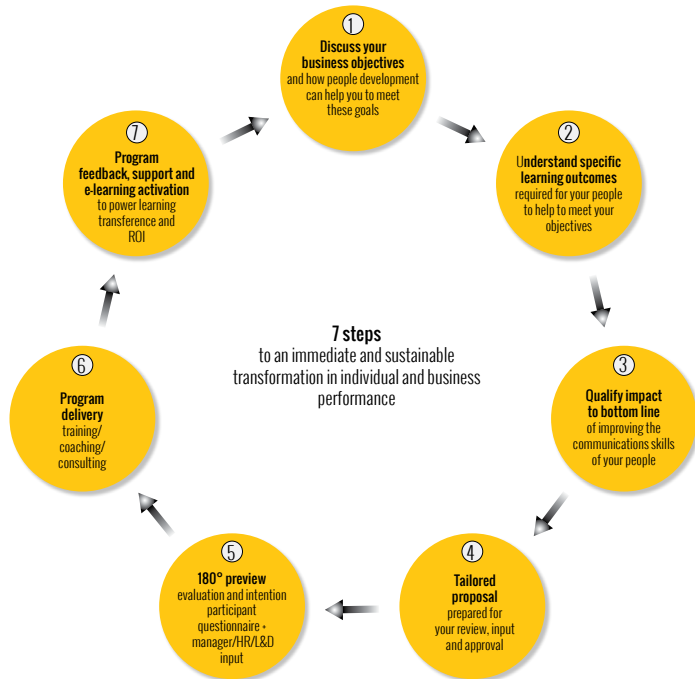


# PHILOSOPHY.

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# SUSTAINABLE LEARNING FOR MAXIMUM RETURN ON INVESTMENT



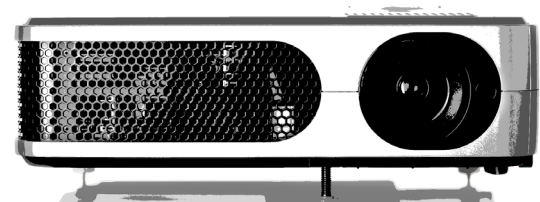
At secondnature, sustainability is our training philosophy. It is central to everything we do.

Immediate impact is critically important, but our training is ultimately designed to provide participants with sustainable skills which become second nature. In this way we deliver long-term value to both your people and your business.

To help us to achieve sustainable results we use an engagement framework - our seven-step client partnership cycle. This helps us to understand both your business and talent development needs in enough detail to maximise the relevance and impact of our training.

Our complimentary learning support plays a very significant role in helping to sustain participants' performance improvements. This support includes a pre-workshop online questionnaire, post-workshop advice to managers/HR/L&D, 30 days' follow-up phone coaching support, a skills extension suite of 'Remind+Refresh+Reinforce' emails for three months and lifetime access to our online Performance Support Centre.

This all helps to deliver the return on investment which every business today should demand of its training providers.



# APPROACH.

## EMBRACING PERSONAL STYLE TO BUILD CONFIDENCE AND EMBED SKILLS UPLIFT

At secondnature we recognise that everybody is different – so an approach or technique which might feel natural and work for one person might feel completely unnatural and may never work for another.

As a consequence we do not employ a one-style-fits-all approach when helping people to develop their presenting skills. Instead, every secondnature programme has been developed with the aim of embracing and harnessing people's individual differences.

At the core of this approach is our commitment to transform people's confidence and effectiveness by providing them with proven presentation and communications tools and techniques which work with, and complement, their own 'style' and personality.

Our approach has three powerful benefits which ensure that we deliver transformational results for all our participants and clients:

1. By embracing individuality we promote authenticity and help people to develop and nurture their own unique personal brand (rather than forcing them to be someone they're not). We believe that being genuine, showing personal integrity and being true to oneself are winning characteristics in business today.
2. The more we can help people to develop skills which reflect their own individual personality and personal brand, the more comfortable and confident they will be in transferring these skills from the workshop to the workplace. This guarantees not only an immediate improvement, but also a more sustainable transformation in performance and improved professional success in the longer term through acquired skills that have become second nature.
3. Finally, the more powerful the uplift in people's presenting confidence and effectiveness, and the more sustainable their uplift in performance, the greater the return on investment for the individual and for the business.



# PRINCIPLES.



## EXTRAORDINARY IDEAS WHICH HAVE A MULTIPLIER EFFECT ON SKILLS IMPROVEMENT

We are often asked: Why should we partner with secondnature?

Apart from our philosophy of sustainability that optimises our clients' return on investment, and our approach that embraces individuality, we have four key principles which ensure that we continually deliver the most powerful presentation skills programmes in the market.

1. Tailored and personalised programmes to make our training real, relevant and robust.
2. More skills practice and a confidence-boosting environment to supercharge learning.
3. More individualised coaching and personalised feedback to power transformation in ability and confidence.
4. Complimentary post-programme support to sustain and extend skills development and workplace application.

You can find out some more details about these four 'game-changing' key principles on the following pages. Together they make a breakthrough difference and have a multiplier effect on improving skills and making them become second nature.



## TAILORED AND PERSONALISED PROGRAMMES TO MAKE TRAINING REAL, RELEVANT AND ROBUST

Through our seven-step client partnership framework we can begin to understand many areas of your business, like: your industry; your market; your team; your audiences; your key focus areas; your challenges; your language; your competitive environment. This enables us to tailor our recommended programme to meet your organisation's unique demands.

The result of putting in this extra effort is profound - immediately transferable skills which will make a positive difference straight away - instantly having an impact on the participants' professional success and on the business in which they work.

Simply put, our programmes are extraordinary - providing extra value at no extra cost. They have success designed in to meet the exact needs of your industry, your business and your people.



## MORE SKILLS PRACTICE AND A CONFIDENCE-BOOSTING ENVIRONMENT TO SUPERCHARGE LEARNING

It's an old adage, but it's a true one: practice makes perfect. So the more you practise, the better you will become.

That's why secondnature include more built-in practice hours in our workshops than any other provider we know.

Our signature presentation skills programmes, Present To Persuade And Influence and Present Inspire!, provide four full practice sessions for every participant, with each incorporating personalised, skilled facilitator feedback, guidance and advice. Plus, participants' practice sessions are videoed - purely for self-critique - and provide an objective counterpoint to the facilitator's professional but subjective feedback, reinforcing it and in so doing helping fast-track the participants' skills improvements.

Nerves and a lack of confidence are common among individuals presenting in high-stakes business environments. Our emphasis on embracing people's individuality, plus practice sessions with individualised feedback, guidance and advice (even within group workshops), guarantees a comfortable and supportive environment in which participants can be themselves, experiment, have fun, learn and grow.

More skills practice and a confidence-boosting environment dramatically enhance people's self-assuredness and consequent ability - and have a transformative impact on the sustainability of our training and coaching.

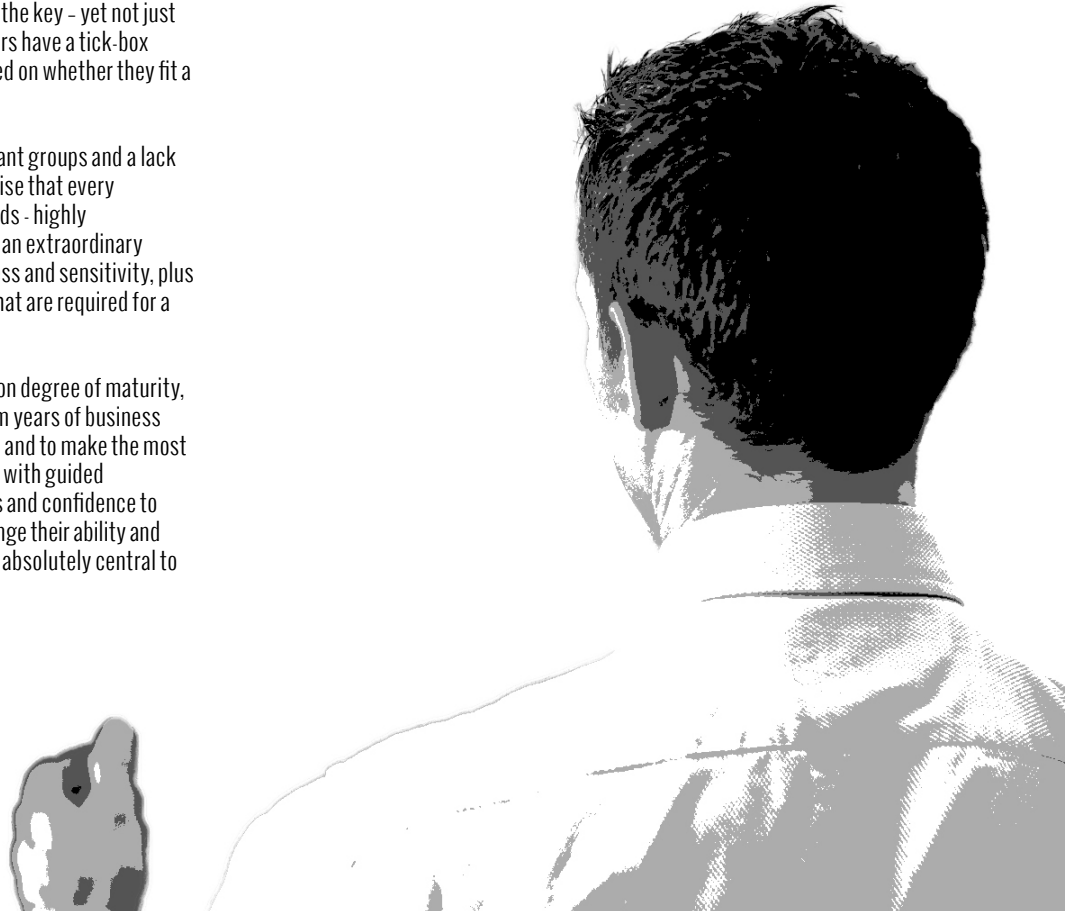


## MORE INDIVIDUAL COACHING AND PERSONALISED FEEDBACK TO POWER SKILLS TRANSFORMATION

Practice alone is not transformational. Feedback is the key – yet not just any feedback. In our view too many training providers have a tick-box approach to feedback, where participants are judged on whether they fit a prescribed presenting ‘style’.

This approach is often driven by over-sized participant groups and a lack of facilitator expertise. At secondnature we recognise that every executive is an individual and deserves – in fact needs – highly personalised feedback. Is this easy? No. It requires an extraordinary ability to listen, an intuitive degree of both toughness and sensitivity, plus the capability to clearly articulate those changes that are required for a transformation in performance.

secondnature’s facilitators coach with an uncommon degree of maturity, directness, sensitivity and credibility – derived from years of business experience. We encourage people to be themselves and to make the most of their natural personality, when presenting. Then, with guided experimentation, we help them to develop the skills and confidence to push their presentation boundaries and so step-change their ability and effectiveness. We believe our feedback approach is absolutely central to our success and to that of our participants.



## COMPLIMENTARY POST-PROGRAMME SUPPORT TO SUSTAIN AND EXTEND SKILLS

As part of our commitment to training development (not just training) we offer every participant 30 days' free coaching support, via phone or e-mail. In addition, the programme coach can provide a debrief to every participant's manager or L&D/HR and advise of ways in which that manager may help to reinforce and extend each person's professional skills development.

We also provide an online alumni resource for all participants of our programmes - our Performance Support Centre. This is a modular-based resource designed to reinforce and extend participants' skills development. It includes tips, tools, techniques, presentations and examples, plus a downloadable version of our all-in-one presentation preparation tool - the Mapper™. All participating alumni have free lifetime access to the Performance Support Centre - and we strive to improve and expand its scope continually.

In addition, each month for 3 months after their workshop, participants receive one of a suite of Remind+Refresh+Reinforce skills extension emails. These cover three or four practices, plus a range of tools and techniques to recall when preparing or delivering a presentation. A total of eleven separate topics are covered across the three emails. Six months after the workshop participants receive a final email to 'close-the-circle'. This is a single-question survey asking how participants are using and benefiting from their improved presentation skills. Responses are then shared with L&D/HR, or the client sponsor.

We provide all of this support because it is part of our commitment to our training sustainability philosophy. By blending and extending learning there is a real, sustainable impact on an individual's performance and that person's ability to contribute to the success of your organisation.



# WHO WE WORK WITH AND WHAT THEY SAY ABOUT US

We are proud to work with many blue-chip clients across the world. Here are just a few, along with what their people have said. For more, visit our website.



"I have worked with many training consultants over the past 23 years and, in my opinion, secondnature is one of the best." **AMP**

"An excellent course and the best one I have attended in my working life." **AMP Capital**

"I found the coaching sessions invaluable! Filled me with the belief I could do it. 10/10." **BBC Worldwide**

"Excellent programme. Developed skills for a lifetime in my career." **Brookfield**

"The best training. Excellent. Relevant. Fun." **Brookfield Multiplex**

"A must have business training session..." **Coca-Cola Amatil**

"By far the most outstanding professional development course in 20 years in business." **DTZ**

"Best, most beneficial course I have ever undertaken. . . this will change me forever!" **Mars**

"A must! Working to your individual strengths rather than a prescription makes it incredibly relevant" **Nufarm**

"I strongly recommend secondnature. The difference is they can take you right from the basics and build confidence or greatly refine what you already know." **Pfizer**

"Most impactful and personally/professionally relevant course I've ever taken." **Roche**

"I loved the programme. Very contemporary, easy to grasp and follow, very tangible tools to use in the workplace" **Sodexo**

# A RANGE OF SPECIALIST PROGRAMMES ALL TAILORED TO FIT YOUR BUSINESS AND PEOPLE

## TRAINING

Present Inspire!

Present To Persuade And Influence

Present with Confidence

Presenting Essentials

Presenting Skills Masterclass

Presentation Writing Essentials

360° Presentation Effectiveness Audit

2-Hour Presentation Effectiveness Check-Up

## COACHING

Individual 1-to-1 coaching

Presenting Skills for VERY VERY Busy People (modular)

## CONSULTING

Pitch2Win (pitch/tender/new business development)

Presenting for Applause (conference/keynote speaking)

Event specific consulting

To find out how we can transform the presentation confidence and effectiveness of your team please just get in touch. We're certain we can tailor and personalise a solution to meet your specific needs and we would love to talk.



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the business presentation skills experts



making learning... make a difference.