

# The Secrets of Successful Boardroom Presentations

## How to Prepare and Present Effectively at the Highest Corporate Level



### Course Overview

Boardroom presentations can gain acceptance of new strategic proposals, make sales or build shared understanding and common identities. They are important to career success. Board protocols, behaviours and legal liabilities may be very different from those in executive life.

Most information on presenting is designed to help reluctant presenters to survive their ordeal. Very little is written or taught about how to excel and how to meet and surpass the expectations of highly discerning audiences. Yet that is what boardroom presenters must do.

There is also little information available to help presenters recognise, diagnose and manage the complexities of the boardroom environment. Boardroom education is designed for board members and is often too complex and legalistic for easy assimilation by practical presenters. Yet without understanding the boardroom and its special interpersonal dynamics, even accomplished presenters are set up to fail in that environment. Techniques that have been practised and perfected for executive presentations may not work in the boardroom.

This course will provide a valuable insight into the operations of boards and the best way to present to them. It is practical and enlightening and guaranteed to provide some valuable ideas that will enhance your most important future presentations.

### Presenter Snapshot

**Julie Garland McLellan** is a boardroom expert. As a governance consultant she has successfully presented myriad board presentations; gaining valuable business or persuading discerning directors to adopt a course of action. As a director herself she knows what works and what does not work in the boardroom.

# The Secrets of Successful Boardroom Presentations

**Location:** Cliftons Training Facility  
190-200 George St, Sydney

**Date:** 12/03/10

## You will benefit by learning to:

1. Understand the critical concerns of board members
2. Develop strategies to overcome directors' objections
3. Present information in a strategic context
4. Understand board dynamics
5. Work with and through the Chairman
6. Deal with difficult directors
7. Sell your proposal at board level
8. Understand your place on the board agenda
9. Prepare to excel in the boardroom
10. Write effective papers to support your presentation



## A Special Offer from Julie Garland McLellan

All participants will receive a complimentary copy of Julie's acclaimed e-Book '**Presenting to Boards**'. This will further improve your board presentation skills.



# What Does the Course Cover?

## Session 1 - Before Morning Tea Understanding your Boardroom Audience

- The boardroom environment
- Legal underpinnings of governance
- Group dynamics
- Key concerns of directors

## Written Information in the Boardroom

- What makes information 'good'?
- Agendas
- Board papers
- Minutes
- Structuring material
- Summarizing and key points

## Session 2 - Before Lunch Preparing to Present

- Gathering material
- Managing your energy
- Physical presentation and dress

## Case Study 1

- Practical application of concepts
- Group discussion and feedback



## Session 3 - After Lunch Boardroom Presenting

- Preparation of material
- Appropriate self branding
- Facilitating directors' discussion
- Managing unacceptable behaviours
- Allowing for follow up

## Interactions and Intermediaries

- Standard or typical presentations
- Working through an intermediary
- Board site visits
- Protocols and procedures

## Session 4 - After Afternoon Tea Case Study 2

- Practical application of concepts
- Group discussion and feedback

## Summary and Course Close

- Key points learned
- Personal action plans

# Your Expert Presenter

## Your Boardroom Presentation Expert

Julie Garland McLellan is a boardroom expert. As a company director she has been on the receiving end of countless presentations. As an executive and consultant she has presented to some of Australia's largest and most powerful boards as well as to boards in small and not-for-profit organisations. Julie is also a qualified professional speaker and is a highly rated presenter both in the boardroom and the training room.



Acknowledged by her audiences as an insightful and motivating speaker she brings highly professional content with an engaging manner to her training and sales presentations. She leaves her audiences with practical skills that will enhance their abilities immediately making a noticeable difference in performance.



Julie is one of Australia's leading governance consultants and is a councillor of the Australian Institute of Company Directors. She is also a professional non-executive director with experience on a range of boards within government and other sectors. She has served on the boards of Melbourne Water Corporation, Victorian Energy Networks Corporations, City West Water, Victorian Minerals and Energy Council, Melbourne University Engineering Foundation, Kimbriki Environmental Enterprises, Kyoto Energy Park and Hassall & Associates.

Julie has an MBA, an Honours Degree in Engineering, a Diploma and an Advanced Diploma in Company Directorship, and a Post Graduate Diploma in Applied Finance.



# What Participants Have to Say

## Praise from: Janet Brady of BBA Consulting

Not only did I enjoy learning from all the insights gained through experience in working with "the Board", but from an audience perspective, Julie was a pleasure to listen to and a lot of fun. You've given me some ideas to consider when I have to present to the C-Level!

## Ben Jones, Divisional Manager Accountancy of Smalls Recruiting

My colleagues and I found it very informative and accurate based upon our experiences. Having previously held a position where I was presenting to a board, I will say that your advice at that time would have been brilliant to both me and the Board!

## Fran Carroll, Principal Consultant & Founder of Carroll Recruiting

Julie is most intelligent and extremely professional - in all aspects from presentation to delivery. She is energised, alert and knowledgeable, always friendly, outgoing and diligent, and happy to be helpful also. A great combination of qualities.

## Peter Hoatson, Owner of Hoatson Collections Consulting

I had the pleasure of listening to Julie's presentation at the AIM some two weeks ago and wanted to say how impressed and engaged I was with the whole experience.

Of course we all know, as established managers, of the importance of pitching your message to the right audience. I was particularly impressed, however, with Julie's sharing that extra level of detail in understanding what boards worry about, by sector and by experience in supporting delivery of the right message.



She also showed great poise in the delivery of her presentation, aided by few slides. I noticed minimal hand-clasping and few 'ums' and 'ahs' and wondered whether she had been Toastmasters-trained in presentation delivery! Julie, your presentation has been the most rewarding I have encountered at the AIM so far, so congratulations!

# The Secrets of Successful Boardroom Presentations

## How to Prepare and Present Effectively at the Highest Corporate Level



### A Personal Message from Julie Garland McLellan

As a veteran presenter in boardrooms and as a board member who has seen numerous presentations, I have witnessed successes and failures. As a consultant I have coached and assisted many presenters to give their presentations the best chance of success. Not every presentation will elicit the reaction that was intended or hoped for by the presenter. Boards can, will and do form their own independent judgments.

By thinking through the issues outlined in this course and by following a well thought out plan to address the issues you can ensure that your presentation is pitched at the right level, supported by the right board papers, and delivered in the right way to grant yourself the best possible chance that your presentation will succeed.

You will be prepared to succeed in future boardroom presentations.

Good luck and enjoy! Regards,

Julie Garland McLellan

### Booking Information

**Date & Location:** 12 March 2010, Clifton's Training Facility, 190-200 George St, Sydney.

**Benefit your career.** The price to attend is \$720 + GST, however, if you book before February 22 you will receive a 20% reduction off the price. **Pay only \$575 + GST, if you book before Feb. 22.**

Improve your board presentation skills & take charge of your career.

**To book, please go to [www.boarddirectorspresentations.com/seminars](http://www.boarddirectorspresentations.com/seminars).**



# The Secrets of Successful Boardroom Presentations



## Booking Information

### Reserve Your Place Now

Name: \_\_\_\_\_

Job title: \_\_\_\_\_

Organisation: \_\_\_\_\_

Postal address: \_\_\_\_\_

Email address: \_\_\_\_\_

### Payment Options:

Please tick the applicable box or boxes:

☐ I enclose a cheque in the sum of \$

☐ Please send me a tax invoice

**Date & Location:** 12 March 2010, Clifton's Training Facility, 190-200 George St, Sydney.

**Benefit your career.** The price to attend is \$720 + GST, however, if you book before February 22 you will receive a 20% reduction off the price. **Pay only \$575 + GST, if you book before Feb. 22.**

Improve your board presentation skills & take charge of your career.

**To book, please go to [www.boarddirectorspresentations.com/seminars](http://www.boarddirectorspresentations.com/seminars).**

Please fax this form back to 02 9499 8711