

# HAWORTH®

## Winning Team Presentations

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### Winning Team Presentations (Two hour course)

AIA Course #: HAW543; HSW

IDCEC Course #: 5276; W

Subject Code: 7.4 Communication Skills: Multi-Media presentation; 7.3 Oral; 8.5 Business & Professional Practice: Personal Development

**Course Description:** Winning Team Presentations helps Architect and Design firms organize, prepare, and deploy exceptional team performance when vying/interviewing for new business. This session provides a proven structure that helps identify the roles and responsibilities of each team member, outlines a timeline and accountability in developing the content of the presentation, follows the 5C recipe for developing clear and concise presentations while focusing on client needs and the importance of providing a positive customer experience.

#### Course Objectives:

- Discuss and prepare presentations in a way that demonstrates an understanding of the customer.
- Provide necessary structure for organizing and deploying a team to meet the challenge of a new business interview.
- Provide valuable feedback and coaching throughout the session.
- Create and deliver an effective customer presentation/new business interview.

#### Content Outline:

1. Introduction and overview of the session.
2. Discuss what's making it more difficult to win new clients?
  - Small group exercise
3. Overview and explore elements influencing presentation:
  - Customer
  - Content
  - Team members
4. Team exercise: prepare, practice and present.
  - Identify 'real' customer and apply presentation structure to prepare content
  - Team members practice presentation
  - Team delivers presentation and is evaluated and coached
5. Summary and Close.