

Applied Research Corporation Executive to Reveal How Leaders Can Create Influence Through Presentation Skills at Upcoming Northern N.J. ASTD's Professional Development Program

METUCHEN, N.J. (April 6, 2009) —

WHO: Ray Crew, senior vice president, Applied Research Corporation, a leadership development consulting firm

WHAT: Will present a professional development program titled "Influential Presentation"

WHEN: The Northern N.J. Chapter of the American Society for Training & Development (ASTD) will hold its May monthly professional development program on Thursday, May 28, 2009 from 5:30 p.m. to 7:00 p.m.

WHERE: Holiday Inn
129 Pehle Ave
Saddle Brook, N.J.

For more information about the Northern N.J. ASTD event, please visit <http://www.nnjastd.org/>

DETAILS: Crew will demonstrate that whether you're making a presentation to one, ten, 100 or 1000 people and whether your purpose is inform, motivate or persuade it is essential to know how to lead with the spoken word. He will demonstrate the difference between bland, Power Point saturated "corpspeak" and influential presentation that changes hearts and minds. By the end of the hour you will have a deeper understanding of the art of influential presentation and you will leave equipped with a few simple but

powerful tactics you can use in your next presentation.
Specifically, during this session you will gain:

- A new perspective on how to (and not to) exert critical influence in presentations and meetings.
- An understanding of the idea that influential presenters are able to create communities of shared thought, common purpose and collective action.
- An appreciation of how important it is to analyze the attitudes expectations and knowledge of audiences of all sizes.
- A set of tactics to employ when faced with hostile questions or comments
- Alternative ways to used (and not use) Power Point
- An understanding of the components of authentic personal presence and its power.

About Applied Research Corporation:

Applied Research Corporation is a leadership development consulting company specializing in leveraging human capital through accurate predictive assessment, insightful coaching, effective training and proven talent management strategies. Our clients range from mid-size to global organizations that understand the business value of accelerating the development of key talent. Applied Research Corporation offers the experience and the capacity to support their needs on a worldwide basis. For more information, please visit www.arclead.com or e-mail sales@arclead.com.

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