

# The Pentagon Challenge

**Classic Presentation Structure:** how to prepare and deliver the classic structure of a presentation which actively moves the audience toward specific goals,

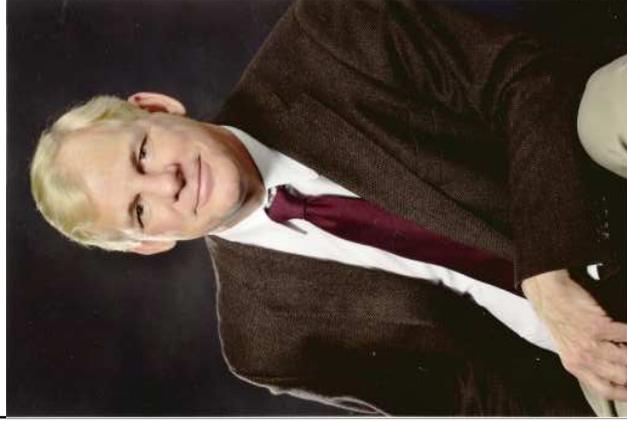
**Best Practices:** the best practices for achieving the goal of each of the four basic forms of presentations: informational, motivational, occasional, and educational.

**Laos of Proximity:** a comprehensive guideline for analyzing and focusing the impact of your message on a specific audience.

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Interested? Drop us a line at [info@icss.se](mailto:info@icss.se) and we'll send you an introductory video from workshop leader, John Paval.

## JOHN PAVAL



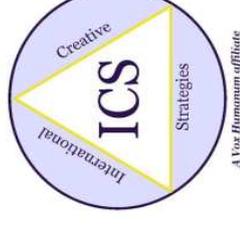
American by birth, longtime resident in Europe, John Paval has been a leader in the field of presentation skills and live presentations for over a decade, training executives and managers from the U.S., Europe, the Middle East and Asia, and lecturing at Stanford University's Program in Writing and Rhetoric, and the Stockholm School of Economics Int'l MBA Program.

John's background in the art of expression includes a prolific career as a professional actor in France, a successful practice as an international business lawyer in Los Angeles, California, award winning poetry and theatrical translations, and advanced studies of classical rhetoric, modern languages, and international law at the University of Michigan, Stanford University, and UCLA.

Fluent in English, French, and intermediate Swedish, his personal interests include distance running(10K), history, and detective fiction.

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Intensive Training  
in Classic Presentation Skills  
and Practical Rhetoric



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## What it is

**Pentagon...** from the classical Greek. **Penta** = five. **Agon** = contest, or challenge, like the Olympic Games.

Pentagon is ICS' five part training program to provide five of your people with five separate sessions of intensive training in presentation skills over a five week period.

Typical presentation skills workshops can be inefficient and ineffective because they are too long and too short.

A two or three day workshop is too long because it disrupts the entire work week and can be difficult to schedule.

Two or three days is also a short time in which to master the many different aspects of presentation skills, without any additional time to review, correct or reinforce the training,

There must be a better way. And there is.

The Pentagon Challenge provides in depth, extensive training in easy to schedule half day sessions. Each session can be scheduled at your convenience, and held at your own location. That way, your people never really miss a day on the job.

But the breakdown of the training into shorter sessions actually allows for prolonging the workshop into a career experience which last over a month, by scheduling one half day per week for five weeks. This allows for more thorough learning because the participants have more time to digest each weeks' new set of skills, and they have repeated opportunities to practice using these skills in the workshop environment.

## How it works

Five participants spend over a month, not just one or two days, in an ongoing training program which challenges them to keep thinking about, practicing, and improving their use of presentation skills on the job.

Each session uses a different combination of lectures, lively discussion, and group and individual interactive exercises to present and practice new sets of skills.

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Each participant prepares and delivers at least five presentations, one or more each session, making use of each new set of skills.

Each session, the skills from the previous session(s) are reviewed and practiced again.

Each session, the workshop leader has a renewed opportunity to correct, reinforce, deepen and extend the learning process for each participant.

In between sessions, the video record of the prior session is available to all of the participants, to refresh their memory, or to fill in anyone who was obliged to miss a session due to unavoidable circumstances.

Finally, at the end of the workshop, each participant receives a detailed Challenge Report to support their continued learning in the future. This report includes written evaluations, photos, video recordings and video commentary to emphasize each individual's strengths and those areas to focus on for future improvement.

## What You Learn

**Personal presentation:** the five basic posture groups, and which one puts the audience in the mood to listen; the most effective way to use the five parts of the body in any presentation.

**Physical Actions:** how to use movement between the five zones of interaction to emphasize important moments and keep the audience involved; the five basic forms of gestures, and how to use each one to illustrate key points.

**Vocal Actions:** the five forms of vocal variety, and how to use each one to focus the audience's attention on what is most important and help them remember.

**Three Beat Delivery:** a simple but powerful method for using written texts in a way which increases your concentration and builds your relationship with the audience.

**Visual Image Protocol:** a dynamic method for using power point to wake up and engage the audience in a clear and active understanding of your message, step by step.