



The Case Maker™ for Finance Professionals: Presenting Ideas Persuasively

Virtual Learning Workshop



Next runs:
Coming Soon!

Time:
10.00am – 5.30pm

Virtual:
Via Zoom

Objective

The Case Maker™ is your complete toolkit for creating and presenting persuasive business proposals. It teaches you how to structure a compelling proposal and present it with clarity and confidence.

You will gain a set of valuable skills that will benefit you for the rest of your career.

Benefits of attending

The typical presentation skills training focuses on teaching you how to deliver a presentation well. That's a start but it won't provide the results you're looking for.

The Case Maker™, on the other hand, is one of the very few programmes that concentrates on the underlying thoughts and structure that are necessary to **communicate business proposals convincingly**.

Managers have some common complaints when they witness their employees presenting: It's not clear what the presenter is trying to say, vital information is missing, or justifications are weak. What is the problem here? Many blame the delivery for failing to persuade the audience. But after observing countless business presentations, we've discovered that the **underlying structure of most proposals is the culprit**.

The Case Maker™ has been conducted for global organisations in China, Korea, India, Germany, Malaysia, the Philippines, Singapore, Taiwan, the US, and the UK since 2003.

Who should attend?

Finance professionals, finance managers, accountants, internal auditors.

Non-finance professionals/ participants will also benefit significantly from this workshop.

What past participants say about The Case Maker™:

"It's practical and we can relate and understand well. I have learned how to prepare a proper proposal with the right techniques." (Virtual)

"The virtual training programme was a superb experience." (Virtual)

"The platforms used are easy to understand and navigate. The course was arranged in an orderly manner." (Virtual)

"People Potential's methods for making tight business presentations should be required reading — and practice — for every manager in your organisation. I have seen the real change that People Potential solutions have brought to my folks."

"I adjusted my presentation yesterday as per your guidelines given in the class and my presentation was fab!"



Learning Outcomes

By the end of this workshop, you will be able to:

1. Overcome procrastination and remove mental barriers that stops you from preparing for a presentation.
2. Analyse your audience using a simple 6-step process that will quickly become second nature.
3. Frame your proposal to suit the audience, increasing your chances of a positive outcome.
4. Justify your case using several justification tools that will leave no doubt with the audience
5. Assemble your presentation in a way that's logical and flows well with the help of Clarity Boards™

You will have the following tools:

- Participant manual with diagrams and easy-to-read text (digital version)
- The Case Maker™ Clarity Boards™ (digital version)
- Behaviour Change App

Here's what makes The Case Maker™ unique

- The Case Maker™ has been **conducted for global organisations** in China, Korea, India, Germany, Malaysia, the Philippines, Singapore, Taiwan, the US, and the UK.
- It is one of very few programmes that focuses on the thinking, structuring and other strategies to **communicate business proposals convincingly**. In this respect, it is not your usual Presentation Skills programme.
- It comes with **Reinforcement** – a solution to help you apply the newly acquired skills at work.
- We offer these awards in this training:

1. **The Whiz Award:** *For the Most Irresistible Proposal*

The culmination activity is a friendly competition. It achieves several important objectives. It calls on participants to apply and demonstrate all concepts, skills and tools taught in the programme. It also raises the quality of the final result through the competitive element.

2. **Behaviour Change Award:** *For bringing new knowledge & skills to the workplace*

This award is given at the end of the post-training behaviour change activities. It is awarded to the participant who attains the highest points for doing the behaviour change activities on the app, and of course, whose answers are not gibberish or otherwise inappropriate.

- If you're concerned about doing a full day's learning online or you've heard that Virtual Trainings are boring, rest assured that this isn't the case with ours. In this virtual training, you'll have a change of activity every 15 minutes – discussions in virtual breakout rooms, you'll solve problems on collaborative platforms (on specially designed boards), and more. The variety of methods includes:
 - **Group work.** Groups work on a general case to learn and understand the concepts of Framing.
 - **Individual Fluency.** After the group work, you will work individually to build fluency in using the tools.
 - **Online Visual Collaboration Tools.** Online Clarity Boards™ help you to work easily as a group.
 - **Online Sticky notes.** Sticky notes are used extensively - a low tech solution that facilitates thinking.

Pre-requisites

It is important to have a reasonably good command of English.

About the workshop leader



Dr Kavitha Murulitharan

Kavitha has had an exciting career in academia. She graduated with a PhD in Molecular Biology from University Putra Malaysia. Her undergraduate studies were in biotechnology at the University of Malaya. She was also a recipient of the Yayasan Tan Sri Lee Shin Cheng Scholarship (2006-2009). As a former molecular biologist at University Putra Malaysia, she was attached to the Malaysian Genomic Institute (MGI). She developed the International Baccalaureate (IB) biology programme curriculum for an international school.

How to register

For any further queries, please email sg_academy_mailbox@pwc.com