



***WINNING BUSINESS
PRESENTATIONS™***

MINI-COURSE

PART SEVEN

by

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<http://www.cathdaley.com>

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Winning Business Presentations™ 7 Part Mini-Course

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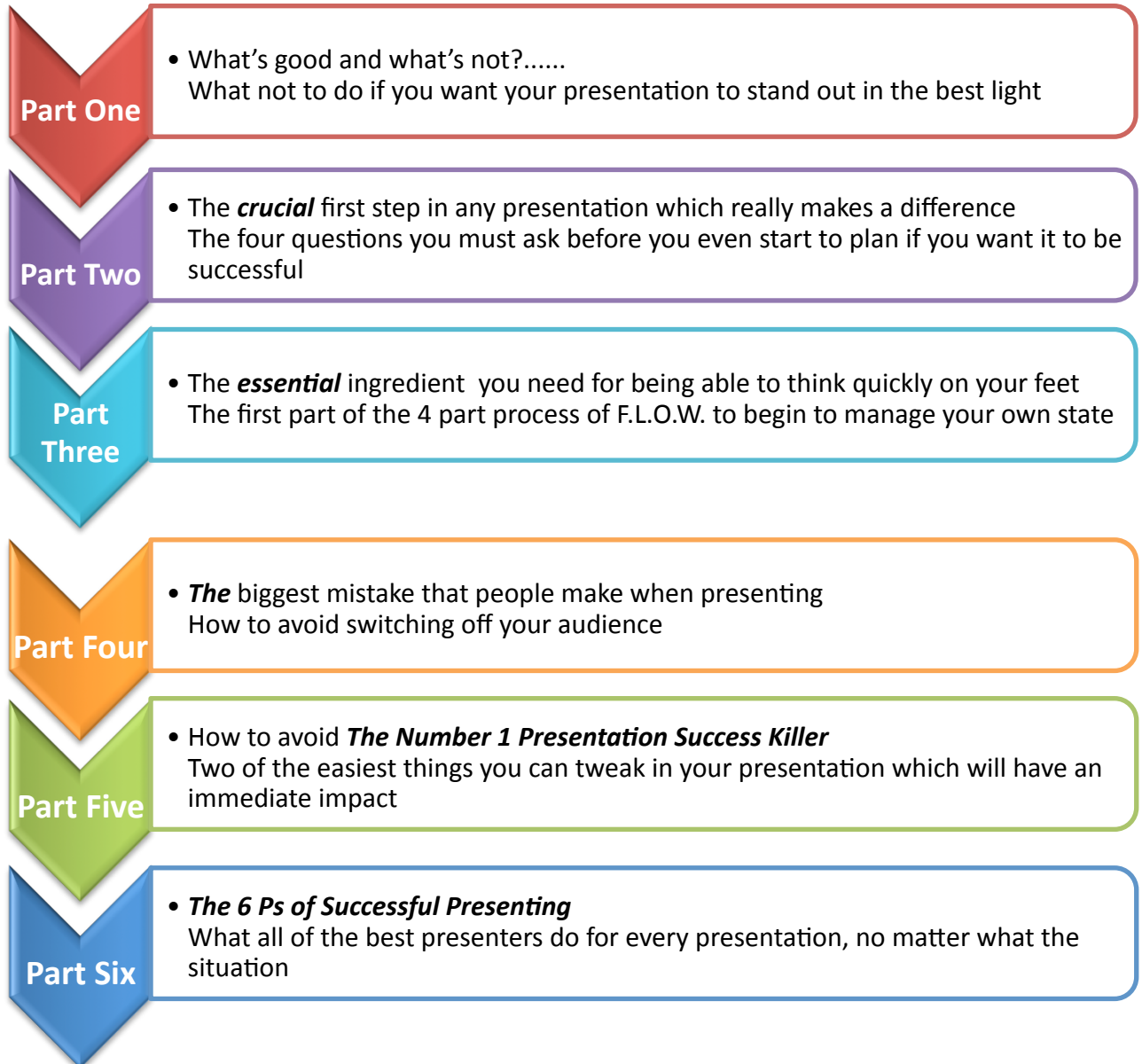
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Welcome to **Part Seven**, the final part of your **Winning Business Presentations™** Mini-course.

OK - let's recap what we've done so far



We've covered lots! and when you use these techniques consistently I guarantee that you'll be doing stuff that your competitors don't bother with.

And that brings us on to the final part :

How you can use "**The X Factor**" to improve your performance **every time** and make effective communication much easier.



I don't know about you, but when I was a child I used to love watching cartoons on TV - The Flintstones, Yogi Bear, Top Cat and my all time favourite – Tom & Jerry.

And then when my children were small it was great to have the excuse to watch with them too – Scooby Doo and Wacky Races with Penelope Pitstop and Dastardly and Muttley (heh, heh,heh!)



(For those of you are cartoon aficionados you'll recognise that these are all by Hanna and Barbera).



Hanna and Barbera were two very different men. Joe Barbera was a really gifted illustrator and Bill Hanna had a great gift for timing and jokes. They used their complimentary skills to create more 2,000 different cartoon characters and together they won 7 Oscars and 8 Emmy Awards and entertained generations of children and adults. They were very different and helped each other to realise their potential and in so doing created something exceptional.

And there are lots of examples of similar partnerships.... Watson and Crick unravelled the mysteries of DNA, without Rodgers and Hammerstein we would never have had South Pacific or The Sound of Music .. and what would the world of underwear be without Marks & Spencer?

If Larry Page had not met Sergey Brin would we have Google? Ice cream would not be the same without Ben and Jerry and the music world would no doubt have been poorer without Lennon and McCartney.

In each case two talents, who are getting by ok on their own, produce something remarkable when they work together.

In some ways it's a bit like the two hemispheres of the brain.

Here's a bit of theory again.....

The higher thinking part of the brain (the neo-cortex) is divided into two hemispheres; the right hemisphere controls motor function in the left hand side of the body and the left hemisphere the right side of the body.



Although the brain operates holistically in virtually all forms of thinking and human activity, the two hemispheres operate and process information in different ways (just one example of this difference in simple terms is left side - detail, right side - overview). There is evidence to suggest that we each have a dominant hemisphere which influences the way we think and communicate.

The hemispheres are connected by a series of fibres called the corpus callosum which allows the two sides of the brain to communicate with each other.

The important thing to realise is that during times of stress communication between the two hemispheres is impaired and this essentially limits thinking and performance. Left and right are not working together effectively and **performance is reduced**.

So what?

Well it's like Hanna and Barbera working separately. The end result is nowhere near as good as when they work together.

If you want to enhance your performance you need to get the left and right hemispheres working together in an optimum fashion to give a better presentation.

And one quick and easy way to do this is to use **"The X Factor"**

"The X Factor" is another example of the many techniques we use in **Winning Business Presentations™** to optimise your internal state.

How to use **"The X Factor"**

You'll need to read through the instructions first and then do the exercise. It takes just a couple of minutes to do.

Notice that there is a large letter X below.

Look at it for a few moments, scanning your eyes in turn over the two strokes that make up the letter several times.

Then close your eyes and visualise the whole letter for a few moments.



Notice how your vision is like the X. Your eyes co-ordinate to connect the left, right, upper and lower fields of vision around a central focus.

N.B. You can enhance the effect of the visual X by doing an associated physical activity (which is another part of the F.L.O.W process).

How “The X Factor” works.....

The X represents the ability to cross the midline of the body.

These activities co-ordinate the right and left visual fields and the right and left sides of the body, as well as both hemispheres of the brain.

This stimulates communication between the two halves of the brain and effectively acts as a “warm up” for thinking. It enhances thought processes and facilitates communication helping to further improve your performance and thus your presentation.

I know that it seems really simple but when you do it alongside the other techniques, just before a presentation it makes a real difference.

So are you ready for your Seventh and Last Action Challenge?

Way back in *Part Two* you set yourself some outcomes that you wanted to achieve.

Your final challenge is to go back to what you have written and consider the following

Have you achieved what you set out to do?

How do you know?

What has been the result ?

What are you going to do differently in the future?

And finally.....

I'd like to congratulate you for getting this far and completing the course because already you have done what most people fail to do – take action.

I hope that you have enjoyed the **Action Challenges** and that it has given you an insight into the **Winning Business Presentations**™ approach and you now have an idea of what a huge difference learning these tools and techniques can make to you and your business.

And since you've read all the way to this point I'd be willing to guess you like what I teach and the way that I teach it. The quality of the information you'll see in all of the **Winning Business Presentations**™ programmes takes this information and kicks it up several gears, in a way that is simple, easy and fun to learn and put into practice.

To find out more about how **Winning Business Presentations**™ can help you to attract more clients and win more contracts

[Click here to help you/your team become "Outstanding Presenters"](#)

You'll learn more of the behaviours, tools and techniques that underpin this unique approach that prompted Kevin Jackson, a Senior Project Manager at an award winning global consultancy firm to say *"It's been a brilliant course. Cath's given me a fantastic structure to build all my presentations around. We've done a number of exercises that have given me incredible confidence to stand up in front of people and make those presentations.....and I feel a lot more confident and happy about the whole idea of presenting and pitching for work. I would strongly recommend the course to anyone who has to do presentations whether to colleagues, clients or business partners."*

[Click here to help you/your team "Get the Edge" by networking differently](#)

You'll learn what other networking trainings don't teach that really makes a difference to how you connect which led Chim Chalemera, a Construction Cost Consultant and Associate Director of a global management and construction consultancy to say *"This is a very entertaining and different approach to networking training. I use the techniques on a regular basis and it's made a big difference. I would highly recommend this to all those who want to develop confidence and alternative networking skills. I guarantee you'll get the results you want"*.

[Click here to help you/your team “Win That Bid”](#) And find out about how this different approach helped a firm of architects increased their turnover by 30% at a time when other firms are struggling to win contracts.

Thanks for your time and for giving me the opportunity to share these techniques with you.

I'll be in touch with you again soon!

With best wishes for your success,

Cath

P.S. Did you enjoy this Mini- course ?

Why not tell your friends and colleagues about it?

Simply send them to www.cathdaley.com/mini-course to get their own copy.

They'll be grateful for it I know!

www.cathdaley.com

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