



## Don't Just Present - Impress, Inspire & Impact Using Neuroscience to Deliver Confident, Career-Boosting Presentations

Master more than skills – learn how to deliver impactful presentations leveraging cutting neuroscience-based techniques and practical, proven expert tips.

Chief Confidence Officer, Alyssa Dver, shares global experience as a respected sales & marketing leader, pitch coach and popular keynote speaker.

Learn about the most effective presentation content and format, as well as, how to use body, face and vocal controls. Know how to optimize every presentation before, during & after to get the most out of them personally and professionally.

### Immediate Takeaways:

- Best presentation techniques including storytelling, interactivity methods and other audience engagement techniques.
- Do's and don'ts for your slides, body, face, voice and stance.
- Get incredible prep checklists and advanced tips to boost your confidence and career.

## Curriculum:

### Why Present?

What's in it for the presenter? \* What's in it for the audience?

### Why Some Presentations Are Not Effective (or even suck)

Presenter problems \* Environmental problems \* Audience problems

### Ready, Set, Present!

Participant presentations with class feedback

### Body Alignment Isn't Just Good For Cars

Head, shoulders, knees and toes!

### Your Face is Your Best Prop

"I" contact \* Expressive support \* Smiling appropriately \* Small group exercise

### Vocal Controls

Tone \* Speed \* Volume \* Emphasis \* Waste words (with an amazing and fun partner lab exercise!)

### Take 2: Participant Practice Presentations

#### Content Rules

Slides or no slides \* rules for text, visuals, transitions timing \* Too much - Too little

#### Prep Checklists & Follow Up Essentials

1 month prior \* 1 day prior \* 1 hour prior \* 5 minutes prior \* 5 minutes after \* 1 day later \* 1 week later

#### Advanced Tips

Confidence Structures \* Clothing \* Cadence \* Storytelling \* Interactivity \* Experience \* Feedback

*"We've hired Alyssa for multiple engagements including as a keynote for our spring conference. She was a smash hit with the audience."*



Tracy Burns  
CEO

Northeast Human Resources  
Association (NEHRA)

# Alyssa Dver

## Chief Confidence Officer



Alyssa Dver is the expert on The Neuroscience & Social Secrets of Confidence. She's the co-founder of the American Confidence Institute and author of 6 books, including her latest: "Kickass Confidence: Own Your Brain. Up Your Game."

In her keynotes and workshops, Alyssa entertains, educates and empowers audiences so they can better manage their own and other people's confidence. Clients include IBM, Staples, Pepsi, Royal Bank of Canada, Rue La La, State Street, MA Worksite Wellness, National Association of Women MBAs, ExhibitorLive, CEO Connection and Vistage. She also teaches both staffs and students at MIT, Wharton and other colleges, high, and middle schools.

Her business background includes being a Chief Marketing Officer for 7 tech companies and founding Mint Green Marketing to provide part-time CMO services to over 150 companies based all over the world. She continues to be a trusted leadership advisor for executives and entrepreneurs. With a monthly WebTV show, popular blog and active social media channels, Alyssa's reach makes her a go-to expert for media including Forbes, BusinessWeek, Entrepreneur, NPR, CNN Money, The Boston Globe.

A Wharton graduate, Alyssa is AIPMM certified as a Product Manager and Marketer and for several years running, she's been a judge for the Stevie's International Marketing and Best Employer awards.

When she's not confidence crusading, Alyssa is a guitarist and vocalist in two bands, plus, she's game for all things involving art, wine and food. She lives in Westborough, MA with her 2 very tall teenage sons, her utterly patient 5th grade teacher husband, and their cute, but quirky, rescue pooch.



### CLIENTS INCLUDE:

- PepsiCo
- Staples
- Royal Bank of Canada
- Women's Enterprise Business National Council (WEBNC)
- Dynamic Divas
- Women's Congress
- CHRO Exchange
- Northeast HR Association (NEHRA)
- NY State SHRM
- The Conference Board
- International City/County Management Association (ICMA)
- Berkeley College
- Quinsigamond Community College
- American Marketing Association (AMA)
- Dystonia Medical Research Foundation (DRMF)
- Institute for Entrepreneurial Excellence
- Rue La La
- MIT
- IBM
- Center for Women & Enterprise (CWE)
- Mom Corps
- Women in Technology International (WITI)
- MA Conference for Women
- World Diversity Summit at the UN
- VA SHRM
- HRMA of Central MA
- US Small Business Administration (SBA) of MA
- National Foundation of Teaching Entrepreneurs (NFTE)
- Emmanuel College
- Natick School Administrators
- Assoc. of International Product Managers & Marketers (AIPMM)
- IEEE Boston Entrepreneurs Network
- American Strategic Management Institute
- Vistage



Warren Bernstein  
VP, Northeast Sales

IBM

"We wanted a speaker that would educate *and* entertain an often impatient crowd of Northeast salespeople. Alyssa not only held their attention, but they thanked us for having a session that was helpful in all aspects of their lives. Great experience working with Alyssa all around."