

# Knowledge Workshop

for Industry Experts

Workshop Duration: 30 mins

## PURPOSE

The purpose of the **Knowledge Workshop** is to provide Members with **high-level strategic**, just-in-time information to assist in making business decisions. The Knowledge Workshop audience consists of Founders, CEOs and Directors of privately owned businesses looking to grow, innovate and be exposed to new ideas and information.

## STRUCTURE

### The 6 Steps to a highly engaging Workshop:

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| 1. <b>Topics:</b> what do you want the audience to leave knowing? Is it relevant, it is an emerging trend? Is it a common mistake?                         | 2. <b>Real-Life Case Studies/Group Activity:</b> Engage the audience with real-life case studies & examples or activities to encourage audience participation & discussion. |
| 3. <b>3 Key Messages:</b> - 3 subpoints for each key message. Explain your ideas clearly, include why & how it could be implemented. – Practical Takeaways | 4. <b>Value-Added Material:</b> include handouts and checklists to illustrate your points and create practical outcomes.  |
| 5. <b>Leaders Interact Devices:</b> Use a min. of 3 questions to introduce new content and gain audience feedback.   | 6. <b>Summary Slide:</b> Include memorable messages or action points. What are your three key points? These will be used in a highlighted video.                            |

## SLIDES & MULTIMEDIA

PowerPoint Slides can deliver an impactful message and assist to clarify your views to the audience.

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| <ul style="list-style-type: none"> <li>Maximum 10 – 12 PowerPoint Slides</li> <li>Graphs &amp; Infographics – keep visually clear &amp; large</li> <li>Video – If used, keep it short &amp; punchy</li> </ul> | <ul style="list-style-type: none"> <li>Use <b>minimal text</b> – min. font size 18</li> <li><b>Images &amp; Photos</b> assists audience to remember your Workshop</li> </ul> |
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### Preparation & Delivery Tips

- Do your research: know who is in the room. Then, provide information that will appeal to the breadth of the audience.
- Rehearse & Timing: Rehearse OUT LOUD; Time yourself until you get the timing right.
- Posture: Practice standing still.
- Gestures: can help you emphasize important points.
- Avoid using Industry jargon, keep it simple.

### Leaders Interact Platform

It allows you to receive real-time responses to questions and encourage engagement with the audience. It is recommended to use a question for each key message in your PowerPoint. (3-4 Questions per workshop).

### Videotaping + Live Streaming

Knowledge Workshops are recorded and uploaded to the Leaders Resource Centre. The recording will not interfere with the format or content of the Workshop. Some workshops may be live-streamed to a regional audience.

You are **telling a story**. You are not telling the audience what to do but **bringing** them on a **journey** with you. So be **authentic**, and **never “Sell”**.