



Engaging Your Audience

The “**Engaging Your Audience**” presentation uses Adult Learning Principles as the means to achieving predictable, measurable behavior change. Adult Learning Principles allow us to achieve the desired behavior change using **less** information and getting the **most appropriate** information into long-term memory **faster**.

The principles help to organize and streamline the communication process, and serve to enhance the effectiveness of presentations. Applying the principles leverages a **powerful** and **impactful** tool – the learning process – to produce desired results in less time.

The objectives of the session are:

- Moving from Adult Learning theory to application in presentations.
- Using the learning process to deliver interactive presentations that are memorable, impactful and provide useful information and techniques for participants.
- Identifying, and then producing the most appropriate behavior change.