

# whitepaper

## POWERFUL POWERPOINT®

By Dr. Travis Bradberry and Lac D. Su

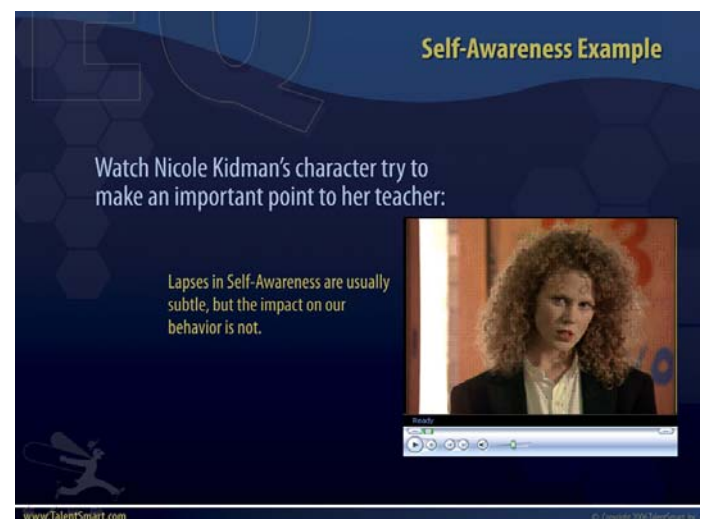
Almost anyone who has delivered a presentation has experienced problems with keeping members of the audience awake, let alone engaged. Most people in the room think a training day is a vacation day, and even a participant with the best intentions can have trouble staying focused. How can we keep trainees interested while still getting the message across? With so many different learning styles and interest levels in a room, this is often easier said than done.

I envy the ability of movies to keep an audience completely engaged for two hours or more, and I use them to my advantage in my presentations. A good clip not only entertains; it also educates and engages viewers. When used poignantly, film is a thought-provoking teaching method. Why?

Research shows that people learn abstract and novel concepts more easily when they are presented simultaneously in verbal and visual form. It's impossible to bullet and flipchart your way through the intricacies of a concept without demonstrating it in action. This is where film serves as a powerful visual aid.

Unfortunately, most of the footage available to trainers uses amateur actors pretending to be at work. This footage often appears contrived, and leaves participants feeling that their intelligence has been insulted by clips that are supposed to be showing what happens in the "real" world.

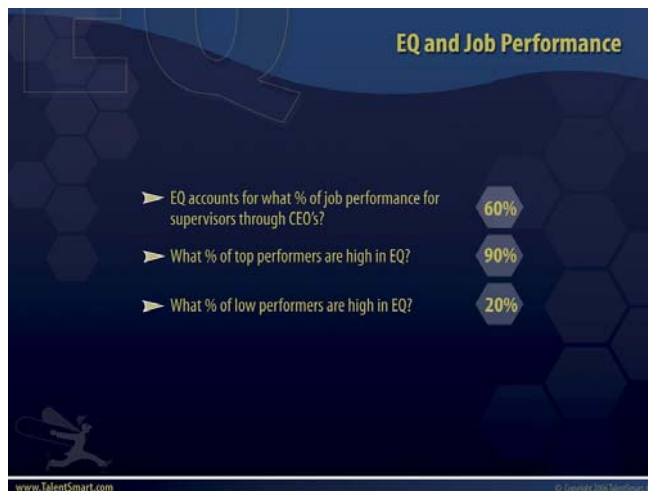
Hollywood film, television, and footage from historical events are good sources of thought-provoking content that can be dissected through group discussion and facilitator-led exploration. They are especially powerful for teaching soft skills, such as emotional intelligence (EQ), where the concepts are difficult to understand without seeing them in action.



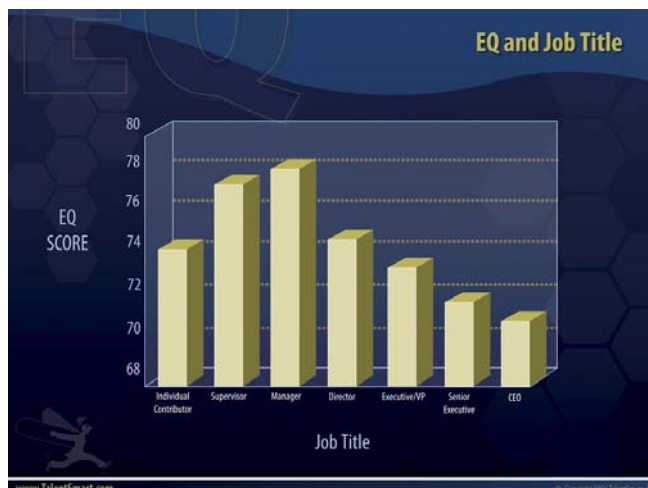
Film footage is usually a pain to use in a presentation without an audio-visual technician present. Plus, licensing restrictions on good content can make it cost-prohibitive to use in a session. So, TalentSmart® developed the Emotional Intelligence PowerPoint® Program with licensed movie clips that play from within the slides. This way, you can play licensed film clips in your presentation with a click of the mouse. The clips come from Hollywood movies, TV shows, and historical events. The clips give the discussion a visual anchor, and your participants a common point of reference for calling out behavioral examples.

## POWERFUL POWERPOINT®

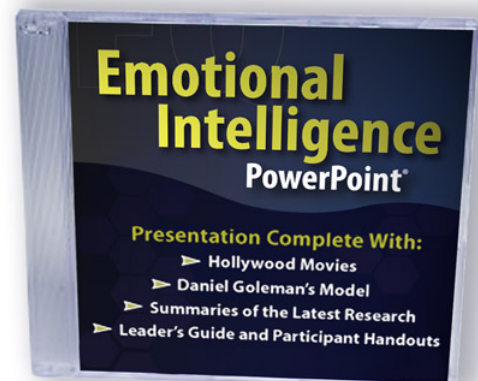
Film clips help illustrate the nature of an abstract concept like EQ, but more is needed to get an audience invested in the concept. A clear review of sound research drives the point home, and helps your group understand the business case for EQ.



It's also important to show your audience something they've never seen before, and new TalentSmart® research provides the solution to this challenge. Graphs from the study of EQ involving more than 500,000 people worldwide show your participants the impact it's having in the modern workplace.



The final piece in the puzzle is to show your participants how they can use EQ in their organization. The Emotional Intelligence PowerPoint® Program provides detailed case studies that demonstrate specifically and practically how your audience can put their new knowledge into practice. This important final step in your presentation prevents your audience from leaving the room asking the dreaded question, "So, now what?"



This complete training program includes:

- 26 slides
- A detailed leader's guide
- Reproducible participant handouts
- Unlimited license to play the clips from Hollywood movies, TV, and memorable historical events.

**Click here to purchase the Emotional Intelligence PowerPoint® Program for just \$249.95!**

### ABOUT THE AUTHORS:

#### Travis Bradberry, Ph.D.

Dr. Bradberry is the president of TalentSmart® and a recognized expert in emotional intelligence, who speaks regularly on the topic in corporate and public settings. He is an avid researcher and has conducted several large-scale studies examining leadership and emotional intelligence across industry lines.

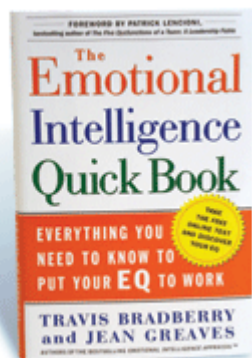
Dr. Bradberry is the coauthor of the *Emotional Intelligence Quick Book*, as well as the *Preferred Leader Assessment™* with Ken Blanchard. His work has been featured by *Newsweek*, MSNBC, *The Washington Post*, *Glamour*, *Health*, *Reader's Digest* and major television and radio outlets including ABC, CBS, NBC, NPR and FOX.

He holds a dual Ph.D. in clinical and industrial-organizational psychology and received his bachelor of science in clinical psychology from the University of California – San Diego.

#### Lac D. Su

Lac D. Su is the Director of Strategic Alliances for Talentsmart®, the leading provider of emotional intelligence tests, products, and training. He forms and manages relationships with key TalentSmart® resellers and assists clients with the implementation of skill development initiatives.

Lac's expertise is in emotional intelligence, cultural awareness, communication, decision making, and adaptability. He has a master's degree in industrial-organizational psychology from the California School of Professional Psychology, and is completing his Ph.D. in the same field at the same institution.



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