

## Applied Research Corporation Launches New Training Program

### ***-Influential Presentation Helps Leaders Hone Presentation Skills and Build Authentic Personal Presence-***

**METUCHEN, N.J. (February 4, 2009)** – Applied Research Corporation, a leadership development consulting firm, today announced the release of its latest training program, *Influential Presentation*. *Influential Presentation* teaches leaders how to articulate a compelling business case, an inspiring vision to direct reports and an enticing value proposition to customers. Program participants learn how to inform, persuade and motivate those they lead, those they follow and their peers and customers.

Delivered as a highly interactive one-day onsite classroom workshop, *Influential Presentation* helps successful leaders – as well as leaders in training – drive organizational success by teaching them how to develop and deliver informal and formal presentations – from the water cooler to the boardroom - that can inspire and gain commitment. *Influential Presentation* has been developed by the experts at Applied Research Corporation, a consultancy that specializes in leveraging human capital through accurate predictive assessment, insightful coaching, effective training and proven talent management strategies. |

Workshop attendees practice an effective methodology for creating and delivering high-impact formal and informal presentations. Class participants also learn how to:

- Ascertain the correlation between being genuine, building credibility and developing a positive relationship with an audience;
- Prepare for and handle challenging audience questions, as well as anticipate reactions;
- Deliver a presentation that is video recorded, enabling an opportunity to assess performance as well as receive objective feedback;
- Use presentation tools, such as PowerPoint and other audio/visual aids to focus audiences on desired points;
- Develop an effective strategy for every presentation by setting goals, anticipating audience needs, and determining the most effective sequence and style;
- And, project authentic personal presence.

Additionally, private one-on-one coaching is also available.

Jan Margolis, Applied Research Corporation's President and Co-Founder and the first woman elected as President of the American Society for Training and Development, said, "*Influential Presentation* draws from our extensive assessment experience and work in developing strong leaders who can elicit confidence and create inspirational moments whether they're presenting a business case or challenging news. Initial feedback to our latest course is very positive and we anticipate an enthusiastic response from private- and public-sector organizations that are seeking to cultivate expressive leaders who can attract, recruit and motivate customers, prospects, partners and employees."

*Influential Presentation* is available now. Organizations interested in scheduling a workshop can access more details at [www.influentialpresentation.com](http://www.influentialpresentation.com)

**About Applied Research Corporation:**

Applied Research Corporation is a leadership development consulting company specializing in leveraging human capital through accurate predictive assessment, insightful coaching, effective training and proven talent management strategies. Our clients range from mid-size to global organizations that understand the business value of accelerating the development of key talent. Applied Research Corporation offers the experience and the capacity to support their needs on a worldwide basis. For more information, please visit [www.arclead.com](http://www.arclead.com) or e-mail [sales@arclead.com](mailto:sales@arclead.com).

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