

Submission Summary:

No matter the audience composition or years of experience, many professionals struggle to some degree with confidence in their public speaking abilities, connecting effectively with their audience, and successfully meeting their presentation's objectives - whether they are presenting in a traditional sense or not, to one or to many, online or in person. We all 'present' to someone.

Leveraging more than two decades of end-to-end management of talent development programs, 17 years in the online space, Tisha Parker Kemp, Founder and CEO of shifted Academy, saw a need in the market to help professionals and executives get to their next level. In 2018, shifted Academy launched the Presentation Booster Program to elevate the myriad ways we 'present' ourselves through experiential and immersive learning.

This program's innovative and nimble instructional design is easily tailored to the composition of each cohort. With 12 modules of blended synchronous and asynchronous learning content, participants collectively determine early in the program which topics are most relevant for their current goals, thereby dictating which aspects are covered in the live facilitated online classes and which are then offered as self-paced independent study or through the individual coaching component. Limiting each cohort to a maximum of eight participants and incorporating one-on-one coaching fosters this tailored approach, which ensures individuals feel supported and with the liberty to practice their skills in a safe and intimate online space.

Facilitated via live online meetings, classes are recorded and uploaded into an online learning portal. Participants can then avail themselves of the recordings should they miss a class (or part of a class) or simply wish to review a second time - a feature they valued and used. In addition, the portal contains instructional videos, worksheets, and guidebooks leveraged for individual and group activities. To further support the learning, participants can avail themselves of two hours of one-on-one coaching with the facilitator, parsed into six 20-minute sessions or cumulative to suit their preference. Participants are also encouraged to practice in real-life situations and report back on their progress. Each participant demonstrates knowledge transfer by actively taking on the facilitator role during the one-on-one coaching sessions between classes, and then employs the techniques and strategies to present to the rest of the cohort during the group classes.

Presenting is more than designing slide decks - although that too is embedded in the program. It is about confidence and connecting with people, it's about audience engagement and aiming for specific outcomes as a result of presenting to individuals or groups. This program covers an array of concepts that permeate one's ability to embrace public speaking and gain greater recognition as an expert, whether speaking to a board of directors, interviewing for a management position, or embracing the spotlight as a keynote speaker. This program has unfailingly helped participants to elevate their presentation skills and reduce the anxiety often associated with presenting.

The impact on learners was astounding and many offered video testimonials without hesitation. A few examples: one participant applied for and landed a new job as a manager after years of self-doubt, seasoned and tenured professionals with many years' experience teaching others walked away with a breadth and depth of new

Award Submission for Learner Impact: shiftedED Academy's Presentation Booster Program

strategies that surprised even them, and people who hadn't presented to an audience previously are now presenting at conferences with greater ease than they thought possible.

The stories are many, the results powerfully life-altering, the trajectory of their careers escalated.

Success was measured through:

1. successful completion of activities and assignments throughout the program (e.g. individual online activity submissions, completing worksheets in pairs, etc.).
2. participation in mini-presentation opportunities to illustrate skills achievement for incrementally more challenging wins
3. culmination of their efforts as participants presented formally to the rest of the cohort near the end of the program (pass or fail based on set criteria on preparedness, stage presence, audience engagement, audiovisual elements, and presentation structure/content).
4. achievement of individual SMARTER goals by the end of the program (set by each participant at the beginning of the program as accountable to the cohort).
5. self-assessment of skills improvement with comparative ranks before and after the program; 100% of those who completed the program agreed in a substantial improvement in knowledge, skills, and confidence levels (rather than no improvement, little improvement, or satisfactory improvement).
6. bonus measurement: real-life application of the techniques and strategies for tangible achievements; winning their first pitch competition after previously unsuccessful attempts, amplifying their audience engagement during workshops and seminars after years of stagnation, presenting a near-flawless TEDx Talk with rousing applause, and stepping up as an inaugural conference presenter and being called back for additional sessions.

Sustaining the learning impact is being accomplished through:

1. their continued engagement in the online learning portal (accessing recorded classes, downloading guidebooks) and postings in the Community of Practice (both are available for one year after graduation). Participants regularly check-in with the people in their cohort, sharing articles and videos found online, offering support and encouragement for each other's upcoming presentations, and proactively meeting up online to help each other practice presentations - despite geographic distances and time-zone challenges.
2. the graduates of both cohorts were invited to participate in an online membership group to continue their learning journey; membership includes monthly resources and templates as well as bi-monthly live classes and a monthly one-on-one coaching session. Members can also submit to become the quarterly 'guest presenter.' 50% have opted in.

At shiftedED Academy, we believe that having good presentation skills is the secret to promotions, pay increases, and powerful career shifts, so we help professionals rock the podium, even if the podium hasn't found them yet.

Notes:

1. Due to client confidentiality, certain documents have been redacted and recordings from the live online sessions cannot be shared. A number of