



effective presentation skills



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## course overview

This workshop is designed to help you present more effectively and maximise your impact on your audience.

## who should attend?

Anyone who has responsibility for / or is involved in the preparation, delivery and development of presentations to medium, small and large audiences.

## objective

The objective of this programme is to provide participants with simple, yet powerful skills and techniques in order to maximise their effectiveness during presentations to large, medium or small sized business audiences. Using a structured, step-by-step process based upon the participant's style, presentation objectives, content, particular audience and environment. Participants will be taught to develop and maximise their presentation delivery with proven communication techniques. They will learn alternative techniques for structuring the presentation in order to capture the audience's attention and increase the likelihood of success.

## having attended this workshop participant's will improve their ability to:

- Develop an effective, comfortable, personal approach
- Develop a mindset conducive to successful presentations
- Come across as a leader
- Structure the presentation effectively
- Leverage the P.O.W.E.R formula for success
- Manage fear and anxiety
- Forge a powerful message
- Employ the conversational approach
- Think like the recipient and put themselves in the audience's "shoes"
- Know how and when to summarise effectively
- Balance complexity with simplicity
- Express ideas clearly and succinctly
- Be congruent with who they are in their presentation style
- Prepare and clarify objectives properly
- Know when and when not to emphasise numbers
- Differentiate themselves from the competition
- How to close the presentation effectively
- Handle Q&A
- Stick to the key winning issues



## course style

This course is highly interactive and participative and will provide opportunities for participants to be videoed and receive individual feedback in a fun, light, no pressure setting and leave with a plan that will start generating results immediately!

## course duration

1 day

Recommended delivery over two day sessions