



## Powerful Presentation Skills

### Program Overview:

Business professionals must have excellent presentation skills to compete effectively. How well you communicate ideas can determine whether or not you succeed. Speaking with confidence and competence are skills that can be taught. This program breaks down the techniques of organizing, developing, and delivering powerful audience-centered presentations. This workshop is designed to focus on individual strengths and give participants specific techniques to develop into better communicators.

### Target Audience:

Presenters who are looking for a comprehensive program about creating and giving presentations with multiple opportunities for practice and coaching.

**Number of Participants:** 10 maximum

**Program Length:** 2 days

An optional third day is offered where each participant comes prepared with a fully developed presentation, 15-20 minutes in length. The session provides an individual coaching opportunity, and an excellent way to encourage practice and measure the results of the training.

### Learning Outcomes:

As a result of this training program, participants will be able to:

- Organize informative and persuasive presentations to achieve their goals
- Develop and use factual, logical and interesting supporting material
- Control nervousness and project confidence, power and credibility
- Grab audience attention from the start ... and keep it
- Use voice, word choice and body language to one's best advantage
- Handle visual aids like a pro to maximize retention and impact
- Conduct Q and A sessions with tough audiences
- Come across impressively in impromptu situations when answering questions or giving opinions



## Course Outline:

### Day 1

1. Participant Project:  
Participants deliver a baseline presentation that is videotaped for feedback and coaching
2. Delivery Dynamics and Stage Fright
  - Maximizing visual signals: posture, movement, gestures, eye contact, facial expressions, and wardrobe and grooming
  - Maximizing vocal signals: How to use your voice to maximize impact
  - Maximizing verbal signals: word choice, power robbers, and speaking to your audience
  - Adjusting your style to match your audience
  - Utilizing techniques to manage stage fright before and during the presentation
3. The Informative Presentation
  - Strategies for organizing an effective informative presentation
  - Knowing your PAL™ – Purpose, Audience, Logistics
  - Strategic planning for organizing
  - Creating high impact introductions and memorable closes
  - Promoting interaction with your audience
4. Participant Project:  
Participants prepare their five-minute informative presentations during lunch
5. Handling Questions to Your Advantage
  - When you know the answer
  - When you don't know the answer
  - When you have an expert in the room
  - When you have a stage hog
  - When you receive a hostile question
6. Participant Project:  
Participants conduct their 5-minute informative presentations followed by a question-and-answer session (which is videotaped and critiqued).



## Day 2

1. Review of Day One
2. Impromptu Speaking in Meetings
  - Using an Informational Model
  - Using the PREP Model
  - Exercise: Participants practice responding to 2 questions in a simulated meeting environment. This is videotaped and critiqued.
3. The Persuasive Presentation
  - Three strategies and psychological methods for persuasive speaking
  - Responding to the five audience attitudes (from favorable to hostile)
  - Using emotional and logical appeals
  - Selling your ideas, your products and yourself
4. Making and using visual aids effectively
  - Which ones to use and when -- from high-tech to low-tech
  - Guidelines for making visual aids
  - Using visual aids effectively
  - Incorporating the newest technologies
5. Participant Project:  
Participants create 5-minute persuasive presentations with visual aids.  
Participants conduct a dry run coaching session in pairs.
6. Participant Project:  
Participants conduct their 5-minute persuasive presentations using visuals and answering tough questions. The presentations are videotaped and critiqued).



### **Materials Include:**

Participant manual, presentation planning pad, digital video recording, and BRODY publication *Speaking is an Audience-Centered Sport* and “Effective Presentation Skills”

### **Continued Development For Sustained Results:**

Add one or both follow-up options to guarantee lasting impact of your training investment.

#### **Group Webinar**

To maximize retention of classroom principles, participants can take part in a follow-up webinar. Following the live training, the webinar will be available on two separate dates, selected by the client. This custom webinar allows participants to gain techniques in topics not covered in the training program or go in-depth on subjects of interest for the group. Possible topics include: preparing to present, handling the Q&A, facilitating discussion, taking ownership of the slide presentation, and persuasive speaking.

#### **Individual Speaker Coaching** (via phone/email or webcast)

30 minutes of one-on-one coaching with each participant within 90 days of the training, will reinforce the training, preparing individuals for an upcoming presentation, speaking up at meetings, or getting them ready for impromptu speaking situations.

### **Course Tailoring:**

This program can be tailored to meet specific corporate and participant needs, including the following:

- Inclusion of company or team-specific presentation topics, content and format
- Realignment of course content to better support your critical learning outcomes
- Adjustment of course duration to meet your time constraints