



## Professional Presentation Skills

### Who Would Benefit?

Delivering effective presentations that influence, inform and impress is one of the most important, and essential skills in the business world today. This programme is designed for delegates who already have experience of presenting and would like to further improve their existing skills.

### Objective

- Understand the factors that contribute to making an outstanding presentation
- Learn how to make a positive, lasting impression on any audience
- Develop techniques for becoming a charismatic, intuitive, influential presenter
- Create and structure compelling content that 'captures' the audience

### Structure and Duration

- Delegates complete a short pre-course questionnaire on their personal needs, experience and goals to be met by the training. This enables the content to be tailored to meet all requirements.
- Two days fully interactive classroom-based learning, including presentations to be made by the delegates.
- Follow-on coaching on an individual basis, to be conducted either face to face, by telephone or via Skype.

### Content

- Qualities of effective presenters – what makes them or their presentations so memorable?
- Presenters from hell – mistakes, bad habits, 'death by PowerPoint', and other traits to avoid
- The five 'I's of a perfect presentation:
  1. Intention: setting your outcome
  2. Initial Impact: making an impressive opening
  3. Indelible ending: ensuring that you and your presentation are remembered for the 'right' reasons
  4. Intuitive interaction: how to use Level 3 listening with your audience
  5. Inspirational delivery: tapping into your personal charisma to deliver an exceptional presentation.
- Creating the content:
  - Using Mind Maps to plan links and flow between topics
  - Incorporating metaphors and other 'story-telling' techniques
  - Scripting words that communicate at the conscious and unconscious levels simultaneously
  - The 15 'power words'
  - The 'secret' scripting technique that J K Rowling uses to keep audiences fully engaged.
- What influences people, both positively and negatively, and how to ensure people are consistently impressed by you
- Stereotyping happens within the first 4 seconds and can be very hard to change if it is negative. How to get it right and avoid making the little mistakes that will be noticed by your audience and can undermine you
- The Von Restorff effect – how to keep your audience's attention all the way through your presentation
- Using the three elements of communication to build rapport with your audience, convey authority and deliver a presentation with a confident, natural presence:
  1. Body language, posture, moving easily and naturally, eye contact
  2. Voice tonality: incorporating variation in volume, tone, pace and energy
  3. Words: how to 'speak your audience's language' and tune into their wavelength



4D Training

- Confidence and charisma: using 'anchors' to gain instant access to these inner resources
- Dealing with 'difficult' audience members – the hecklers, the disinterested, the constant questioners, and others
- Using visual aids and props: what could possibly go wrong?!
- Pulling it all together: ten minute presentation by each delegate to practise everything covered
- Review and evaluation of the presentation
- Exploration of potential improvement areas and opportunity to re-run part of the presentation with these incorporated
- Individual action plans created, to form the basis of follow-on coaching.

### **Duration**

Two days