

Powerful Presentations for Professionals

WORKSHOP INTRODUCTION:

Have you ever been asked to present something at the last minute? How did you feel? Do you feel nervous at the *thought* of preparing and delivering an important presentation? Have you ever realised that the quality of your presentation will largely influence the opinion others have of your career potential? Has the fear of standing up in front of a group of people ever cost you a career opportunity?

Most of us do not naturally have the confidence or skills to stand up and make a convincing presentation to others. We need help. We need the tools. We need practice and personal feedback, with encouragement.

People whose careers are destined for leadership roles in business need to be able to present ideas positively and persuasively in front of others. We need skills to be able to manage meetings and create a good image - drawing people to us and towards our ideas. We need to learn how to hold peoples' attention and clearly communicate to them what we mean to say.

These skills do not come naturally – for most of us, we are either naturally too self-conscious or insufficiently skilled in the art of public speaking and the use of modern technology to assist in presentations. Few of us have been formally taught how to prepare or deliver an effective business presentation.

We need help in learning how to apply effective research and preparation skills in order to assemble presentations. We also need help to develop our confidence in delivering powerful presentations. Both these sets of competencies will assist in furthering our careers and business goals.

WORKSHOP OBJECTIVES:

Candidates who successfully complete this workshop will be able to achieve a more positive and effective outcome in their public presentations by communicating with impact. By the end of the workshop, participants will:

- have gained the skills of structuring and developing interesting material that meets the audiences needs
- have learned how to plan, prepare and deliver business presentations that have significant outcomes
- have discovered their own personal strengths and unique presentation styles through the feedback given
- have a better understanding of the characteristics that determine voice quality
- be able to use an appropriate body language that enhances their communications
- be able to use audio-visual aids confidently and effectively
- be able to positively handle difficult questions and challenging audience interactions

BENEFITS:

Successful participants on this workshop will be able to prepare and use a presentation, communication and interaction style that will result in the most successful outcome possible – a clearly and convincingly presented talk that achieves its objectives.

The workshop will cover techniques and tools used to prepare and deliver powerful and effective business presentations, using the latest technology.

There will be plenty of opportunity to develop, practice and receive feedback on these skills, so that they feel comfortable with them. **For this reason, the workshop will be limited to eight attendees, in order to maximise personalised skills practice, personal feedback and coaching.**

Participants will find that the knowledge and skills they gain on this workshop will assist them outside the work environment as well...!

WHO SHOULD ATTEND?

All personnel who are required to deliver presentations in the course of their work will benefit. In particular, it is suggested that the workshop should be directed towards:-

- Technical personnel (Engineers, Technicians, Planners, etc.)
- Department Managers
- Supervisors
- Public Relations personnel
- Sales and Marketing personnel
- Buyers
- Negotiators
- Purchasing personnel
- Mentors and Career Coaches
- Training and Human Resources personnel
- Students

In fact, anyone who is keen to further their personal growth and careers will benefit from this interesting, informative and practical workshop on presentation skills.

WORKSHOP METHODOLOGY:

This workshop is interactive, allowing for active participation and sharing of experience during sessions. There will be several short lectures and video sessions, followed by case studies, role plays with personalised video feedback, group discussions and practical assignments.

TOPICS TO BE COVERED:

- 1. The importance of business presentations and speaking skills**
 - personal and corporate benefits of being a good presenter
- 2. Structuring your presentation**
 - research - the audience; the topic
 - what is my purpose?

- who is my audience?
- what are their needs?

3. Preparing the presentation

- brainstorming
- mind-mapping
- ordering the material
- bridging - planning the transitions between main ideas

4. Skills practice

- practice at presentation planning with feedback

5. Assembling your presentation material

- the introduction
- the conclusion

6. Style of delivery

- quality communication
- grammar
- interesting words
- figures of speech
- using a language the audience can relate to
- powerless vs. powerful language
- speech styles
- tone of voice
- body language/non-verbal communication

7. Skills practice

- practice at planning the style of the presentation, with feedback

8. Audio-visual planning

- audio visual aids
- preparing notes
- deciding on timing
- general pointers & the crisis
- visual slide example
- objects
- overhead projector
- flipchart /chalkboard
- videos
- PowerPoint
- media projector
- the venue

9. Professionalism

- trustworthiness
- competence
- dynamism / confidence
- ensuring non-verbal credibility
- my style
- dress as a means of communication
- the voice at its best
 - o vocal quality

- vocal projection
- vocal variety
- visualisation

10. Skills practice

- practice at delivering a professional presentation, with feedback

11. Managing challenging situations

- questions and answers
- difficult audiences
- techniques for managing nerves

12. Skills practice

- skills outcomes checklist & evaluation
- sources
- preparation checklist
- assessment criteria
- evaluation

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