

"Master-Classes" in Personal Effectiveness



EFFECTIVE PRESENTATION SKILLS

A Two-day programme

Programme Objectives

This powerful programme will enhance delegates confidence and ability to make persuasive presentations.

The key objectives are to:

- Learn how to prepare and deliver various types of presentations whether to clients, colleagues or professional bodies.
- Appreciate the structure of a presentation and skills required at each stage.
- Practice responding to questions and using techniques to cope with knowledgeable groups or audiences.
- Increase the confidence of each delegate.

The course will provide at least two opportunities for delegates to make presentations and receive feedback on them. Delegates will be expected to attend the programme and be prepared to give a 5-minute presentation.

Who is this Programme for?

This module concentrates on the key ingredients of successful presentations, and is designed for any member of personnel called upon to present to customers, colleagues or to larger audiences.

Programme Contents

- . Delegate Introductions
- . Preparing a Presentation
 - . First principles
 - . Generating a flow of ideas
 - . Syndicate exercise
- . First Delegate Outline Presentations
- . Structure of the Presentation
 - . Your objectives
 - . Your recommendations
 - . Benefits to the audience
 - . Proving your case
- . The importance of non-verbal communication
 - . How your body language can make the difference

- . The techniques of a good presenter
 - . Getting the audience on your side
 - . 10 good ways to get started
- . Fitting together the pieces
 - . Style, content and flow
 - . Logic and sequence
- . Bringing out the Main Points
 - . Using Notes and Memory Aids
 - . How to use the rule of three
 - . Summaries and conclusions
- . How to conquer nerves
 - . Relaxation techniques
 - . Breathing exercises
- . Understanding Audience Psychology
 - . People and their behaviour
 - . Turning negatives into positives
 - . Using your audience to best effect
- . Questions and interruptions
 - . How to deal effectively with both
 - . Handling difficult people
 - . Overcoming objections
- . Preparing using Visual Aids
 - . PowerPoint
 - . Other visual aids
- . Individual Exercise - Completing the Presentation
- . CCTV - audience Reaction and Feedback
- . Self Development Plans
 - . Personal Action Commitment

