

Effective Presentation Skills

“Help the audience make the decision that you want.”

The ability to present ideas, products and services convincingly is an essential business skill. Successful presenters recognize that it is not always the most effective technical solution which wins the support of the audience but the solution which is presented in the most effective way.

Presenting a solution effectively means understanding the needs and expectations of your audience and delivering your message from that perspective. Presenting to an audience that comes from a variety of professional, organizational and cultural backgrounds makes this task more difficult. The objective of this workshop is to enable business professionals to develop and deliver effective presentations to win support for an idea or proposal both internally and externally.

Objectives

At the end of this workshop participants will be able to:

- build audience-driven presentations which get the message across clearly, effectively and powerfully.
- recognise the significance of cultural differences and individual preferences in the design and delivery of presentations.
- recognise the signs of presentation stress and be able to transform it into a positive energy that positively influences the audience.

Content

- Presentation strategy and structure
- Powerful presentation openers
- Effective use of visual aids
- Key aspects of non-verbal communication
- Handling questions with confidence
- Optimising your personal presentation style
- Using high impact language

Learning Methodology

The participants will be expected to do some preparation in advance of the program and come prepared to present on a business-related issue.

The workshop will involve lecturettes, participant presentations with video-debriefing, group work and discussions.

Each participant will receive a video/DVD of their presentations as a record of personal achievement and as an on-going reference for further development.

Workshop

This is a three-day workshop for a group of 16 participants working with two Clarion Learning consultants at an off-site location.