



Effective Presentations

2-day Instructor Led course on site

Who Should Attend

This engaging presentation course, including multiple video taped and critiqued sessions, is designed for individuals seeking to develop and improve presentation planning and delivery skills.

Prerequisites—Bring with you a sample of a recent or upcoming presentation.

Learn to Apply the Guiding Principles of Effective Presentations

Whether selling or sharing, effective presentation skills can enhance the likelihood of a successful outcome. In many business roles today, outstanding presentation skills have become a core competency for achieving key goals and influencing the decisions and actions of others. At the same time, many surveys rank delivering presentations at or near the top of most feared activities. Learning effective presentation skills can help make your presentations more memorable and successful, and reduce the tension that often accompanies preparation and delivery.

Course Highlights

Effective Presentations is a critical skills program designed to help you learn how to determine realistic presentation objectives, analyze the audience, use supporting materials effectively, organize a presentation clearly, and successfully incorporate visual aids.

Course activities also cover reducing the fear of speaking, remaining calm, appearing relaxed, and improving the delivery of your presentation.

What the Course Provides

Effective Presentations provides the skills and the methods to improve the planning, structuring and delivery of formal and informal presentations for productive outcomes. Your organization will benefit from:

- Skilled presenters who communicate more clearly and influence others
- Members who can think on their feet, handle questions and overcome objections
- Better results and goal attainment inside and outside the organization
- Improved professionalism of internal and external presentations contributing to heightened corporate profile and image

What Participants Learn

Upon completing this course, participants will be able to:

- Structure presentations to achieve your objectives and keep your audience engaged
- Reach your audience by setting communication objectives and analyzing audience needs and attitudes
- Utilize and manage key elements of effective delivery for powerful presentations

Course Outline

Fundamentals of presentation

- Effective presentations
- Planning a presentation

Audience analysis and supporting material

- Audience analysis
- Supporting materials

Building presentations

- Build presentations
- Develop an introduction
- Organize the body of the presentation
- Effective conclusion

Presentation mechanics

- Visual aids
- Understand visual aids

Presentation process

- Extemporaneous speaking
- Preparation for speaking
- Deliver a presentation
- Nonverbal communication

Question-and-answer session

- Handle questions effectively
- Handle challenging questions

Fundamentals of persuasion

- Understand persuasion
- Organize a persuasive presentation
- Methods of persuasion

Course Materials

Each participant receives a manual for after class reference and review.