

EFFECTIVE SKILLS FOR A WINNING PRESENTATION

INTRODUCTION

A great presentation does not just happen. It is planned, rehearsed, then delivered with flair. A great presenter is one who learns the skills of presentation - not one who hopes for talent to carry them through. Public speaking is a skill, not a talent. A great presenter also has the personal confidence that comes from knowing what they want to say and being comfortable with their communication skills. In this two-day workshop, participants will master the skills and build the confidence that will make them a better speaker and presenter.

WORKSHOP OBJECTIVES

In this intensive practical workshop, participants will acquire the necessary skills and mindset to:

- Plan and prepare a presentation
- Reduce nervousness and fear
- Gain rapport with their audience
- Recognise how visual aids can create impact and attention
- Create a professional presence
- Deliver with skill and confidence

WORKSHOP OUTLINE / CONTENT

1. Getting Started: 9 Presentation Sins

- How many can you relate to?
- How can you avoid them?

2. Key Presentation Fundamentals

- Human Insight #1: How people learn
- Human Insight #2: How we retain information
- The Communication Model
- The 3 Vs

3. Controlling your Jitters

- Root cause of fear of public speaking
- Techniques to overcome nervousness and fear

4. Planning your Presentation

a) Finding an Opening

- How to use an effective opening (or your audience will tune out from the start)
- Relate opening to the central theme
- Keep opening brief but impactful
- Elements of an effective opening
- Types of openings

b) Structuring the Body

- The central theme
- Purpose of the presentation
- Maintaining the flow
- Keeping the logic
- Making it relevant for the audience
- The 3 Ts

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c) Powerful Close

- How to close off with a powerful ending
- Types of closing and the effects

5. Factors of the Presenter

- Voice factor
- Making sure you are sending out the right message through your body language
- Techniques to create a professional presence

6. Using energy level to control the presentation

- How to use energy to develop enthusiasm in your audience
- How to use vocal skills to add energy
- How to use body language to add energy

7. Engaging your audience

- Building rapport with the audience
- Maintaining dialogue with the audience
- Engagement through the five senses

8. Using visual aids to create impact and attention

- Key points about using PowerPoint
- 13 PowerPoint sins you must avoid

9. Adding punch to your presentation

- How to improve your presentation from a 2D script to 3D dimension
- An invaluable list of tools to inject fun, humour, interest, participation and diversion to bring your presentation to life, and to keep your audience attentive and enjoying themselves.

10. The important difference between jokes and humour and when to use them.

11. The power of the Pause and when to use it.

12. Your Presentation

- To reinforce the learning points, participants will prepare and present a short presentation which will be recorded for review by the participants. Participants will also evaluate each other and provide constructive feedback.

13. Conclusion

TRAINING METHODOLOGY

A balanced mix of mini lectures, skills practice and peer learning are used to assist participants to sharpen their presentation effectiveness, with an emphasis on practice and role play.