

Presenting with more impact

This course gives experienced presenters the opportunity to discover their strengths and weaknesses and refine their skills.

We will work with you to develop a course that suits your needs. You can select the elements you want to include.

Duration *1 or 2 days*

Group size *Maximum 6 people*

Who for *Experienced presenters who would like to sharpen their performance and get feedback on a specific presentation.*

Objectives

- *To identify your existing presentation strengths and weaknesses*
- *To suggest alternative techniques*
- *To help you communicate your ideas more persuasively*
- *To help you relate more to your audience*
- *To add impact to your presentations*

Modules

- 1 Relating to your audience*
- 2 Chunking for clarity*
- 3 How to be interesting*
- 4 Personal style and body language*
- 5 Using your voice*

Why do this course?

Even experienced presenters can benefit from feedback. It's easy to slip into the rut of just doing things the same way – the way that worked in the past. You may be missing the opportunity to really impress, to develop a range of presentation techniques that will enable you to address any audience and convince them.

This course allows you the time and the chance to try out new techniques and to see what can work in different situations. You will learn from the other participants as well as the experience of the trainer. You can hone your existing skills in a dynamic atmosphere.

Benefits

By the end of the course, you will be able to:

- 1** see an improvement in your presentation abilities
- 2** use a wider range of techniques
- 3** adapt your presentations to suit your audience and your purpose
- 4** control your voice and your body language

Course content

1 Relating to your audience

Presentations should be a two way communication. Unfortunately, even experienced presenters can forget this and deliver a monologue instead of entering into a dialogue with their audience. Passive audiences are less interested and involved. This course will enable you to:

- ◆ grab and hold your audience's attention
- ◆ use the language that has most resonance
- ◆ carry your audience with you

2 Presenting with impact

Presentations can be effective but dry at the same time. These tend to get forgotten quickly.

This course will show you how to:

- ◆ be effective and memorable
- ◆ reach your presentation's goal in a stylish manner
- ◆ use the right language for your purpose

3 Personal style and body language

Every individual has a personal style. This shouldn't be lost in presentations. Quiet introverts will never feel comfortable with exaggeration, while sales people are unlikely to confine themselves to dry data. We will help you to achieve your purpose in your personal style without compromising effectiveness or being false.

We will look at:

- ◆ gestures and how and when to use them
- ◆ using your body to complement your point
- ◆ fitting the style and the message together

4 Using your voice

Your voice is extremely important in presentations.

We will show you how to:

- ◆ add variety to your voice
- ◆ pace your delivery appropriately
- ◆ achieve greater effect as well as clarity

Elements that can be added

1 Intercultural aspects of presentations

A good presentation is not universal. People from different cultures have different ideas about what makes a good presentation. In some countries, you will be expected to give extensive technical detail and in others to focus on the benefits. In some countries, your audience will expect built-in repetition and summaries while others will expect to hear things once only. Some people expect the background first while others expect to hear the conclusion at the beginning. We can cover:

- ◆ different international expectations
- ◆ what level of detail and what focus?
- ◆ how to adapt your presentation for different audiences

2 Feedback on a specific presentation

Choose one day or two. You can either work on improving a specific presentation, or brush up your presentation skills generally – or do both.

Our approach

This course is designed to be extremely practice-centered. There is little theoretical input as all participants are experienced presenters. Instead, you learn by doing and watching. As you perform you will get detailed feedback on all aspects of your presentation. Your trainer will also make extensive suggestions to equip you with a range of techniques to use.

At the end of the course...

You will be given a video of all the presentations you made during the course. This will be accompanied by detailed feedback sheets which identify your strengths and weaknesses and give you strategies for future improvement.