

Present with Impact

Background

Few people are natural public speakers. Those who make it look natural do so because they have worked at it. Being able to present yourself, your business and product or service effectively to a range of audiences is vital for the success and growth of your business.

Choose from different course we offer e.g. a 2-day or 1-day options.

All workshops will explore how to craft and deliver a presentation to a higher level, achieve the required impact through the content, delivery skills and use of visual aids.

Take the opportunity to bring the presentations you prepare and deliver to the next level

2-day course

Learning Outcomes

By the end of this programme participants will be able to

- Know how to design and build content to meet the objectives of your presentation
- Know how to design an opening and closing to add impact to your presentation
- Know how to relate to your audience and influence others using relevant examples, stories, analogies and other supporting information
- Develop your delivery skills to present with confidence and credibility

Workshop Methodology

The programme will be highly participative and include discussions, exercises and presentation delivery to address the objectives. The participants will be encouraged to interact and discuss the relevant areas to ensure that knowledge and skills are developed. The content outlined below can be modified or tailored based on the participants' requirements and experience.

Workshop Overview

- **Crafting your content:** This section will explore the steps to start developing the content for an effective presentation. This includes knowing your objective, the message you want your audience to take and who is your audience. The session moves on to explore how to develop the content and story using relevant examples, stories, metaphors and analogies, and facts to engage and influence the thinking of your audience. The participants will explore how to build content, flow and articulation to influence audience thinking, manage potential resistance and other emotions from the audience and create a strong *call to action*
- The skill of opening and closing presentations for impact and action

Successful Leadership

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Present with Impact

- **Delivery Skills:** This section will explore how to create interest and involvement through your voice and body language as you deliver your presentation. It will also explore how to involve the audience and handle their questions
- **Practice:** Participants will work on their own or in pairs on a presentation they will deliver and have their first practice delivery with feedback. The presentation will be video'd
- **Using visual aids:** Many people make the mistake of believing that their PowerPoint slide is their presentation. Here we will explore how to use and develop visual aids, whether PowerPoint slides, flip charts or other visuals, for full impact
- **A video of a good presentation:** Participants will deconstruct a presentation identifying what the presenter did to engage and keep the interest of the audience and create a call to action
- **Working in pairs** participants will brainstorm ways to add further impact and influence to their presentations
- **Questions:** How to anticipate questions, answer questions and build influence through questions
- **Nerves:** Understanding nerves and techniques to manage them to deliver a high-quality presentation
- All participants will deliver/practice a presentation at least twice and be video'd. Participants will get a copy of their presentations

Practice Feedback

The feedback will cover:

- The objective of the presentation, the key message and the audience and explore how the current content helps to achieve the desired outcome
- The use of relevant examples, analogies that will connect with the audience and their world, needs, fears etc.
- The level of the delivery through voice and body language
- How well the opening got the attention of the audience so that they wanted to listen
- How well the presenters anticipated questions and were able to answer them

Present with Impact

1-day course

Learning Outcomes

By the end of this programme participants will be able to

- Know the steps to design and build content to meet the objectives of your presentation and needs of the audience
- Know how to use visual aids effectively
- Have tools to deliver your presentation with confidence and credibility

Workshop Methodology

The programme will be highly participative and include discussions, exercises and presentation delivery to address the objectives. The participants will be encouraged to interact and discuss the relevant areas to ensure that knowledge and skills are developed. The content outlined below can be modified or tailored based on the participants' requirements and experience.

Workshop Overview

- Introductions and objectives
- Basic Principles: How to determine the objective of your presentation; plan for your audience and understand your main message
- Developing the content: How to build your content and develop your message; ways to keep your audiences' attention; how to structure the flow; different ways to open and how to close
- Use of visual aids: The role of visual aids, different visual aids to use and how to create and use effectively
- Delivery skills: Understanding and managing nerves; delivering with impact through your voice and body language; remembering your content
- Practice delivery. An important aspect of this course is practice and feedback. All participants will develop a short presentation and deliver. Constructive feedback will be given which will be used to refine their content and delivery

Note: The practice is essential to developing presentation skills and confidence.

Participants constantly comment on how they could feel the improvement from their first to their second delivery in the course. This is a hugely confidence building process and enables participants to return to the workplace knowing the improvement they have made and how to continuously improve the quality and impact of their presentations.