

Programme Duration: 3 Days

COURSE DESCRIPTION:

How to Deliver Powerful Presentations

Executives are regularly called on to present an idea, a recommendation, a proposal or simply to stand up and communicate. When this happens, a great percentage of them FAIL to do justice to the substance they have. Their personal competencies are undermined by their inability to Stand Up And Speak™.

Whatever an executive's expertise or level in the organisation, nearly every professional in business today find that giving oral presentations is an essential skill in his/her job. Such presentations can be as simple as an informal talk to a half dozen colleagues or as daunting as an elaborate presentation in front of tens or hundreds of people.

It is sad to note that executives spend years developing knowledge and skills on their technical expertise and yet spend almost no effort studying how to communicate them effectively. Brilliance, without the capability to communicate or present it, is worth little in an organisation. Therefore, the purpose of this programme is to help executives from your organisation develop more effective presentation skills.

Stand Up and Speak™ is an advanced level presentation skills programme that requires participants to have some prior speaking experience.

"All the things you have to say remains unsaid or unimpressive if you cannot Stand Up and Speak™ powerfully."

OBJECTIVES:

At the end of the workshop, participants are expected to **BE ABLE:**

- To develop confidence and overcome nervousness when presenting
- To be able to prepare and deliver an effective presentation
- To develop one's evaluation skills and as a result, improve one's own presentation and be able to evaluate presentations delivered by others
- To understand the listeners' viewpoint
- To be able to handle question-and-answer sessions more effectively
- To be able to prepare and use audio visual aids effectively
- To be able to deliver powerful presentations that will move your audience to action

WHO SHOULD ATTEND:

This course has no bounds! Regardless of what profession you are in or what level you are within your organization, this course is designed for anybody who needs to improve and master the art of effective presentation.

METHODOLOGY:

The Stand Up and Speak™ programme uses accelerated learning methods to speed up the learning process. As the focus is on skill training, the approach of the programme will be a practical one that employs the following techniques:

- Short lectures
- Participants' presentations will be video-recorded and played back for critique
- Assignments and activities

COURSE OUTLINE/CONTENTS:

MODULE 1: A PERSPECTIVE ON PRESENTATIONS

- Why the need?
- The different presentation situations
- The importance and responsibilities
- The presentation process

MODULE 2: PREPARING FOR YOUR PRESENTATION

- Accepting an assignment
- What do you need to prepare?
- Asking the question: "Why am I making this presentation?"
- The two keys that lead to designing the PERFECT presentation
- How do you know you have made the PERFECT presentation?

MODULE 3: THE OPENING

- The introduction: designing one that impresses
- The first 3 minutes
- The ice breaker
- Creating the right atmosphere

MODULE 4: PROVIDING CLARITY TO YOUR MESSAGE

- Your vocal communication
- Choice of words
- Your non-verbal communication
- The power of eye contact

PRESENTATION PRACTICE 1:

- BASED ON MODULE 3 & 4

MODULE 5: STRUCTURING A PRESENTATION

- The Stand Up and Speak™ System
- Six steps to creating the PERFECT presentation
- Designing the end
- The MUST Know Formular
- Structuring a short presentation: the PREP formula
- Structuring a longer presentation: the 8 step approach

MODULE 6: GETTING BUTTERFLIES TO FLY IN FORMATION

- 27 strategies to overcome nervousness
- Remembering your points and using memory aids
- Dealing with hecklers and other forms of irritants

PRESENTATION PRACTICE 2:

- BASED ON MODULE 5 & 6

COURSE OUTLINE/CONTENT: (Continue)

MODULE 7: SPICING UP YOUR PRESENTATION

- Why spice?
- The bottle and the funnel story
- Variety of spices
- How to tell stories powerfully
- Humour in presentation: what, when and how?
- Participative techniques

MODULE 8: THE FINE ART OF DEALING WITH QUESTIONS

- The AREA approach to answering questions
- Ways to handle difficult questions
- How to control questions from the audience
- How to use the group dynamics to deal with objections

MODULE 9: ORGANISING THE ENVIRONMENT FOR MAXIMUM IMPACT

- Positioning yourself
- Using visual tools
- Setting up and getting it right

MODULE 10: IMAGING FOR POWERFUL PRESENTATIONS

- Formulating your first impressions
- Personal session for imaging (done by image consultant)
- Speaking in front of the media
- Looking good on camera

PRESENTATION PRACTICE 3:

- FINAL PRESENTATION PRACTICE