

# Gearing You For Growth

Bursaries | **Business Skills** | Coaching and Mentoring | Computer Skills | E-Learning | Learnerships | Skills Development | Virtual Training

## Effective Presentation Skills

### Course Overview

Unstable economic times can mean fast, frequently unexpected organizational changes, greater responsibilities, new projects, and initiatives.

Being a confident, polished speaker is not only necessary but well-advised in order to communicate such matters effectively and persuasively.

In this course, delegates will learn how to develop effective and persuasive presentations.

### Target Audience

Delegates who need to develop their presentation skills, speak in front of groups, sell ideas to others, and has little or no presentation experience.

### Prerequisites

There are no prerequisites for this course.

### Duration

- 2 Days



## Course Outline

### Module 1: Defining your goals

- Every presentation has a purpose.
- Defining the goal of your presentation.
- Quantifying what you want to achieve.
- Inform, persuade, and inspire.

### Module 2: Determining the details

- Ask the right questions.
- Who is your audience?
- What does the audience expect from your presentation?
- When is the presentation?
- Where is the presentation?
- How long are you speaking?

### Module 3: Creating handouts, slides, and PowerPoint slideshows

- Reinforcing your presentation points.
- Preparing slides and overhead transparencies.
- Preparing a PowerPoint slideshow.
- Working with an elaborate multimedia presentation.
- Preparing handouts and other takeaways.

### Module 4: Highlighting the main points

- Do not bury the lead!
- Determining what is important and what is not.
- Reinforcing the key points.

### Module 5: Telling the story

- A good presentation is like a good story.
- Crafting your story.
- The parts of your story.
- Making it flow.
- Turning your story into a presentation.

### Module 6: Structuring the content

- Planning your presentation.
- Turning your story into an outline.
- Elaborate on your main points.
- Create your slides.
- Write your speech.

### Module 7: Working within time constraints

- How much time do you have?
- Timing your presentation.
- Presenting a lot of data in a short period of time.



#### **Module 8: Communicating numerical data**

- When numbers are important?
- Presenting numbers in text form.
- Presenting numbers in tabular form.
- Presenting numbers in chart form.
- Presenting raw numbers.

#### **Module 9: Using pictures and graphics**

- How and when to visually reinforce your message?
- Photos or illustrations?
- Using moving pictures.

#### **Module 10: Adding style to substance**

- Jazzing up a boring presentation.
- Adding visual interest.
- Adding a soundtrack.
- Using props.
- Interacting with the audience.
- Using humour or not.

#### **Module 11: Preparing the room**

- Never present "cold".
- Making advance preparations.
- Getting the feel of a room.
- Setting up.
- Working with the audio/visual department.

#### **Module 12: Using a microphone or a camera**

- When to use a microphone and when not to.
- Adapting your speaking style to amplification.
- Working with different types of microphones.
- Working with a camera.

#### **Module 13: Fighting stage fright**

- It is just nerves.
- Controlling the jitters.
- Making nervousness work for you.

#### **Module 14: Making an effective delivery**

- Managing your stage presence.
- Projecting a positive appearance.
- Improving your delivery skills.
- Speaking with authority.
- Read, memorize, or improvise?
- Practice makes perfect.



#### **Module 15: Getting your audience's attention**

- First impressions are important.
- Opening a presentation.
- Setting up the rest of your presentation.

#### **Module 16: Working with a slideshow and a TelePrompTer™**

- A slideshow is just a tool.
- Speaking with the slides.
- Transitioning from slide to slide.
- Working with a TelePrompTer.

#### **Module 17: Answering questions**

- Planning for questions.
- Answering questions.
- Handling unexpected questions.
- Holding a formal question and answer session.

#### **Module 18: Dealing with a difficult crowd**

- Taking control of the situation.
- Handling a restive audience.
- Dealing with "experts" in the audience.
- Handling a hostile audience.
- Dealing with other interruptions.

#### **Module 19: Keeping track of time**

- Managing the flow.
- How to track your time.
- Cutting short a long presentation.
- Stretching a short presentation.

#### **Module 20: Making a memorable close**

- Ending on a high note.
- Making your point.
- Crafting a call to action.
- Summarizing your key points.
- The closing statements.
- Question and answer, feedback, and handouts.
- Giving yourself credit for success.