

# Professional Presentation Skills

## OVERVIEW

Presentation skills are critical for today's business professional. How you present information to a group can determine the influence you have with others; it can also affect your credibility and make a dramatic difference when getting your message across to listeners. The goal of this unique workshop is to give you the skills necessary for effective presentations and to help you effectively engage your audience.

## LEARNING OBJECTIVES

- Utilize presentation skills to make engaging professional presentations
- Recognize the characteristics and needs of your audience
- Define objectives, plan, organize and deliver an effective message
- Practice proven engagement strategies to draw out questions from your audience
- Successfully manage unwanted behaviors to stay on track when presenting your message

## COURSE HIGHLIGHTS

### Preparation and planning means perfect presentations

- The 3 main types of business presentations
- The goal of all presentations: To get your listeners to change
- Know your audience and identify objectives
- Breaking down your presentation so you can prepare it in stages
- Power openers
- Closers that cement your message
- Remembering your material
- How to anticipate audience questions and objections and plan your responses ahead of time
- Preparing to deliver your presentation

### Presentation best practices: Putting yourself at ease

- Why people feel anxious in front of a group and how to overcome it
- 10 techniques for turning pre-speech jitters into energy that fuels your presentation
- Why letting your guard down is sometimes the best defense against nervousness
- How to use humor and storytelling to put yourself and your audience at ease

### Polishing your delivery

- Your professional style—the right body language
- Developing your verbal style
- When you face a much younger or older audience
- How to gauge whether your delivery is becoming too emotional
- 10 sure-fire ways to increase audience participation and get the immediate, ongoing feedback you need to personalize and adjust your message on the spot
- 4 strategies when you call for questions or ask for volunteers
- Professional techniques for fielding virtually any kind of question or comment

### Effective use of presentation aids

- Exploring the benefits and appropriate use
- PowerPoint® tips
- The importance of lists and handouts
- Where and how to stand so you don't interfere or compete with your audiovisuals

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### **Dealing with difficult presentation situations**

- How to gauge audience reaction—and what to do to salvage your presentation if you don't like what you're seeing
- How to deliver bad news and deal with difficult topics
- 3 general guidelines for dealing with problem audience members and how to “pull the plug” on disruptive behavior
- How to overcome conflicting audience attitudes, values and beliefs
- How to keep from “choking up” and losing your train of thought
- A never-fail method for impromptu speaking

### **After the presentation: Developing and sharpening your presentation skills**

- 4 ways to elicit feedback and do follow-up
- How to develop a comprehensive plan for your ongoing improvement as a speaker
- The “Coach Approach”

## TRAINING DELIVERY

- Pre-training: Tailoring and customization of content
- Delivery of training using presentation, small group exercises, case studies, role-plays, games, etc.
- Post-training: Follow-up within 30 days to review information, provide coaching, set goals, etc. (optional)