

Presentation Skills for Increased Impact

A Two-Day, Practice-Based Workshop Designed Specifically
to Increase Your Presentation Effectiveness

Course Description

The quality of your work, your project, your product offering and/or your organization must be effectively communicated in order to generate the funding, support and collaboration it deserves and requires. World class products, services, people and programs are of little value if you are unable to communicate effectively with those that can and should benefit from it and/or support it. Whether presenting to potential clients, in-house or external collaborators, to a board or committee, etc., the quality of your product, program or organization is closely associated with your ability to communicate it clearly, concisely and effectively. This course is specifically designed to help you learn, practice and internalize the critical skills to develop and deliver effective presentations – with Impact!

Course Objectives

This course will help attendees:

- Reduce stress and become more comfortable delivering quality presentations.
- Stop relying on “old” PowerPoint slides and learn to target their purpose, audience, messages and presentation more effectively.
- Communicate more clearly and powerfully.
- Move from strictly informational presentations to memorable, benefits focused, persuasional presentations.
- Interact with and engage their audiences.
- Feel comfortable handling difficult question and answer sessions.
- Clarify key messages and make them more impactful.
- Generate more action from their audiences.
- And much more...

Overview

This course helps presenters target their presentations around key messages and their particular audience in order to deliver those messages in a concise, focused and effective manner. It provides a simple yet powerful process to clarify their purpose and audience, refine their key messages, ensure a coherent flow, move beyond just information to include benefits and application, then deliver with precision and impact.

The course is focused around action, practice, feedback and refinement. All participants develop and deliver at least two short presentations using the “Simple Disciplines” approach. These presentations are delivered multiple times, receiving feedback from attendees and the instructor. Each participant is videotaped for future review and learning.

This fun, interactive workshop will help you become more comfortable presenting, communicate your message with power, and increase your organizational success – guaranteed!

AGENDA

- What Does A “Great” Presentation Look Like?
- Caution Areas
- Dealing with Presentation Nervousness
- Key Elements of Delivery Style
 - Presentation Etiquette
 - Eye Contact
 - Hand Gestures & Body Movement
 - Effective Use of Voice
 - Use of Stories & Other Anchors
- Handling the Question & Answer Session
- Staying Flexible – Timing, Personalities, etc.
- Focusing Your Presentation
 - Understanding Your Presentation Type
 - Defining Your Purpose
 - Clarifying Your Intended Audience
 - Refining Your Key Messages
- Presentation Development Process
 - Generating Your Messages
 - Triangle Outline Process for Clarity
 - Framing for Benefits & Application
 - Expanding and Refining
- Practice, Practice, Practice
- Tips for PowerPoint and Other Visual Aids
- And much more...

Additional Course Resources Provided / Available

- A brief course Pre-Work assignment
- Each attendee receives a personal Video DVD of their particular presentations for future review and learning
- Customized Audio Summary CD available

Other LifeChampion® Topics

- FastStart for New Supervisors
- Performance Management for Results
- Coaching and Communication Skills
- Building High Performance Teams
- Many other organizational development topics!