Powerful Presentation Skills

Begin with presentation fundamentals and then advance your skills with persuasive strategies, impromptu speaking, tactics to answer tough questions, and impactful slide design. You will have multiple opportunities to present, be videoed, and receive insightful feedback.

Learning Outcomes

Participants who complete this program will be better able to...

- Organize concise, core messages to inform, persuade and move to action
- Create powerful visual aids that support their central message
- Handle impromptu situations and tough questions with confidence

Content:

Outline: Day 1

1. Participant Project: Participants deliver a baseline presentation that is videotaped for feedback and coaching
2. Delivery Dynamics
   - Visual signals: Posture, movement, gestures, eye contact, and facial expressions.
   - Vocal signals: How to use your voice to maximize impact
   - Verbal signals: Word choice, power robbers, and speaking to your audience
3. The Informative Presentation
   - Strategies for organizing an effective informative presentation
   - Knowing your PAL™ – Purpose, Audience, Logistics
   - Creating high impact introductions and memorable closes
   - Promoting interaction with your audience
4. Participant Project: Participants prepare their five-minute informative presentations during lunch
5. Handling Questions to Your Advantage
6. Stage Fright Control
7. Participant Project: Participants deliver 5-minute informative presentations followed by a Q&A session (includes videotaping and coaching).

Day 2

1. Review Day One
2. Impromptu Speaking in Meetings
   - Using an Informational Model
   - Using the PREP Model
   - Exercise: Participants practice responding to 2 questions in a simulated meeting environment (includes videotaping and coaching)
3. The Persuasive Presentation
   - Three strategies and psychological methods for persuasive speaking
   - Responding to the five audience attitudes (from favorable to hostile)
   - Using emotional and logical appeals
   - Selling your ideas, your products and yourself
4. Making and Using Visual Aids Effectively
   - Designing: making information (slides) visual
   - Delivering: syncing the speaker and the slides
5. Participant Project: Participants create 5-minute persuasive presentations with visual aids. Participants deliver a dry run coaching session in pairs.
6. Participant Project: Participants deliver their 5-minute persuasive presentations using visuals and answering tough questions (includes videotaping and coaching)
7. Review/Action Plan

Materials:

Customized workbook; *IMPACT! Deliver Presentations That Get Results* by Marjorie Brody; and *Powerful Presentations: Messages that Move & Matter* by Bill Steele and Marjorie Brody