



...conquer people's number one fear

speaking to a group	41%
heights	32%
insects and bugs	24%
financial problems	23%
deep water	22%
sickness	20%

Source: Book of lists

presentation skills

...making winning presentations

Delivering a dynamic and persuasive presentation that captures the interest and attention of your audience can help open doors, increase your confidence and career possibilities. Creating interest and excitement in your subject and trust and enthusiasm in your audience are key to conveying your message effectively and making a winning presentation. This course offers the opportunity to hone your presentation skills giving you the tools and techniques to plan and deliver quality presentations with confidence. You will leave the course with real belief in your presenting ability.

content

- what makes a quality presentation?
- organising your presentation – why, what, who
- structuring your ideas
- presenting concepts
- understanding your audience
- preferred communication styles
- presentation techniques – verbal and non-verbal
- coping with difficult personalities
- practical planning for presentations

features

- tools and techniques to plan an effective presentation
- practical sessions to increase confidence
- step-by-step guide to presentation structure
- tips for handling difficult personalities

who should participate

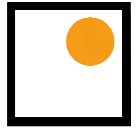
- anyone wishing to improve their confidence and effectiveness when making presentations
- anyone who needs to communicate ideas to their managers, colleagues or clients

ILM development programme

We are a recognised provider of the ILM and partner with them to offer this ILM development programme providing industry-wide recognition of the standards and quality of this course.

You will receive an ILM Development certificate on completion of the course, marking your professional development, along with one year's free studying membership of the ILM, offering access to a wealth of expert information, advice and support.





day one

1. what makes a quality presentation

- critical areas for success
- the benefits and problems
- practice session - feedback

2. organising your presentation – why, what, who

- why am I giving the presentation?
- what are the essential messages?
- who are my audience?

3. structuring your ideas

- the three principles of structure
- the key message
- the impact of '3'
- supporting your message
- techniques for emphasis

4. presenting concepts

- using visual aids
- methods for presenting concepts

5. understanding your audience

- assessing personal motivations
- assessing task motivations
- customising messages to suit the audience

6. preferred communication styles

- how behaviour is influenced
- methods of receiving information
 - visual
 - auditory
 - kinaesthetic

7. presentation techniques – verbal and non-verbal

- the do's and don'ts
- effective communication
 - reading between the lines
 - body language
 - persuasion

8. coping with difficult personalities

- reframing objections
- handling difficult questions
- spontaneous presenting

9. practical planning for presentations

- main pitfalls
- how to avoid them
- six keys to a good presentation

10. final practical session

- preparation
- presentation
- feedback