

PROGRAMME PROPOSAL

A 2-day in-house programme on

POWERFUL PRESENTATION SKILLS

For organization's leaders

Introduction:

Presentation is effective communication, and the essence of communication is delivering your message effectively to your prospects or customers. Learn the steps of effective presentation in the corporate business. Delivering your first impression and understanding cross cultural etiquette. Learn how to utilize presentation aids effectively, and handle questions from your audiences with confidence. Effective presentation gets and keeps customers.

Course Objectives

To help you:

- Realize your true potential as a powerful and persuasive speaker
- Master your nerves when speaking in public
- Deliver your messages with impact
- Speak with greater conviction and authority
- Increase your personal presence and become more influential
- Persuade your audience and gain buy-in and commitment
- Develop a more confident and persuasive vocal style
- Feel comfortable about speaking in any situation
- Be clear – make an impact – and be yourself!

Benefit

- Learn key techniques and real skills that can be used immediately to improve personal effectiveness
- Win more business and increase your profits
- Work with 'real' presentations brought from your work setting
- Influence and persuade others to buy into your ideas
- Resolve conflict and create harmony within your team
- Use powerful interactive techniques to control your audience and gain buy-in and commitment
- Gain and retain clients through lasting relationships
- Use body language to build rapport and keep your audience interested

Target Participants

- **Senior Executives –**
Clearly state your message and inspire people to follow the vision. Improve your performance and advance your career to the very pinnacle of your field.
- **Sales Executives –**
Listen to the customer more effectively and address their real needs. You will make a positive impression and handle objections with respect not resistance.
- **Finance Executives –**
So many facts and figures can lead to boring and technical presentations. Learn how to present so people can quickly grasp the facts and not simply see you as the person who always presents complicated budgets.
- **IT Executives –**
Many people do not understand the numbers, tests, project analysis or technical jargon. Learn how to speak clearly to the uninitiated and relate what you are saying to the audience so they respect your professionalism.

Course Outline

- Introduction
- First Impression
- Cross-cultural Etiquette
- Steps for Effective Presentation
- Overcoming Anxiety
- Using Presentation Aids Effectively
- Handling Questions
- Getting and Keeping Audiences

Course Methodology

- 30% theory 70% practical
- Skills practice – Delivering presentation and practicing new skills
- Contrast Coaching – Your presentation will be recorded so you can see the 'before and after'. After the practice sessions you will have the opportunity to review and evaluate your performance.
- Coaching and supportive feedback will be from fellow delegates as well as the course leader.