

PERSUASIVE PRESENTATION SKILLS

Key focus

Great presentation is much more than being able to speak confidently. You will learn to be a strategic presenter, attuned to the psychology of the people to whom you are presenting to. And you will acquire the secrets to masterful persuasion. Needless to say, your career or business will skyrocket with this extra edge.

Methodology

This course will be presented via experiential with actual practicals with on- the- spot professional evaluation and group sharing for accelerated learning.

Who will benefit

This course is designed for all corporate people of any level, who must make presentations as part of their business/ jobs and Entrepreneurs and business people.

Take The Next Step

Day one

1. Speak Up with Self-Esteem

- ▶ Speak from the heart and not the head
- ▶ Free your creativity
- ▶ Enjoy nurturing interpersonal communication and relationships

0900-1030

2. Developing Stage Presence

- ▶ Charisma
- ▶ Commanding yet friendly
- ▶ Sustaining audience's energy level

Morning tea break

1030-1045

3. Creating and Achieving Emotional Acceptance

- ▶ The Imperative Need for a Key Message and/ or Theme plus Impactful Structuring
- ▶ Strategizing the key message
- ▶ Creative Scripting
- ▶ Strategic Presentation Techniques
- ▶ Handling Questions
- ▶ Integrating pre-empted objections / doubts / area of concern, dealing with them even before they arise

1045-1300

Lunch

1300-1400

4. Enhancing the Key Message (Part I)

- ▶ With Purposeful Congruent Diction / Vocal Tonality / Body Language
 - Word mastery and choice of words (diction)
 - Congruent vocal tonality spectrum
 - Congruent body language

1400-1530

5. Embracing the Principles of Psychographics Communication

- ▶ Self-awareness of own psychographics make-up
- ▶ Aligning to the psychographics make-up of audience/ individuals
- ▶ Flexing to varied and individual personality types

Afternoon tea break

1530-1545

Take The Next Step

6. Enhancing The Key Message (Part II)

- ▶ With Purposeful Visual Aids and Props
 - Why/ when/ how to use visual aids and/ or props
 - Why/ when/ how not to use visual aids and/ or props

1545-1700

Day two

7. Enhancing The Key Message (Part III)

- ▶ With The Power of Multi-sensory Perception
 - Increasing absorption of learning/knowledge through multi-sensory perception
 - Adding new dimensions to your presentation

0900-1030

Morning tea break

1030-1045

8. Enhancing The Key Message (Part IV)

- ▶ With relevant creativity in conceptual / Thematic Presentations in line with personality / concept of product / service / key message in tandem with specific psychographics make-up of target persons or target audience
 - Creativity in format and flow
 - Creativity in mode of presentation
 - Creativity in scenario ~ Setting, environment, ambience
 - Creativity in choice of location and/ or venue

1045-1300

Lunch

1300-1400

9. Feel and Share the Power of Connectivity

- ▶ Going beyond mere "speaking to inform" and training/educating
- ▶ The art of presenting that is entertaining, motivating and inspiring

1400-1530

10. Communicating Successfully

- ▶ Dealing with varied psychographics make-ups within one same audience
- ▶ Flexing to different audiences with overall different psychographics make-up

Afternoon tea break

1530-1545

Take The Next Step

11. Finer Points of Preparation

- ▶ Venue/ facilities check
- ▶ How to rehearse
- ▶ Actual day check/logistics
- ▶ Psyching up for the presentation
- ▶ Building and sustaining rapport

12. Personal Continuous Improvement

- ▶ Self-review and evaluation
- ▶ Mentoring guidance

1545-1700

Take The Next Step