

PERSUASIVE PRESENTATION AND PUBLIC SPEAKING SKILLS

Effective people change their world through the spoken word. Their ability to convey their vision with passion, confidence and clarity demands action. The moment you rise to speak, your presentation or public speaking skills become the focus of attention.

Whether we are taken seriously or not, whether our ideas are accepted or not, how successful we are in our relationships with others, how far we advance in our career, often depends on our ability to express ourselves clearly, confidently and convincingly.

This 2-day program focuses on planning and delivery skills for informative or persuasive presentations and public speaking skills, enhancing an individual's ability to communicate with greater confidence, control and flexibility. Presentation styles are fine-tuned to develop a greater ability to inform, influence and convince.

Key focus

1. The 10 biggest mistakes we make when we present.
2. How to set yourself apart from the competition the moment you say your first word.
3. To understand how your spoken words are formed and transmitted.
4. To follow the essential requirements of persuasive presentation.
5. To learn how to evaluate and improve on your speech.
6. To learn how to overcome fear and anxiety in public speaking.
7. How to transform speaking anxiety into performance energy.
8. How to avoid common mistakes with visuals.
9. How to handle difficult questions.
10. How to make "dry" public speaking interesting.
11. Usage of pragmatic tools to augment current skills in planning presentations, analyzing the audience, creating key messages, and presenting confidently in front of small or large audiences.
12. How to persuade others to adopt your ideas & move them to action.
13. How to end your presentation (And it isn't with Q & A).

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14. The skills to tailor the structure, content and delivery of presentations in the most persuasive manner for each audience, environment and presentation objective.
15. A greater appreciation of the value of rehearsal including techniques to effectively rehearse prior to a high-stakes presentation or public speaking.

Who will benefit

Whether you are a seasoned pro who wants to refine your skill level, or a new presenter who understands the power of communication, you will benefit from this effective and dynamic program.

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Day one

1. Introduction to Presentation Skills

- ▶ Why Presentation Skills are Important?
- ▶ What Sort of Things Can Go Wrong?
- ▶ What Can be Done About Them Your Central Idea?
- ▶ Why Present when you Can Write?
- ▶ What Can a Presentation Achieve?
- ▶ What is Presentation Unlikely to Achieve?

0900-1030

Morning tea break

1030-1045

2. Principles of Presentation Skills – Part 1

- ▶ Principles of Speech-Making
- ▶ Types of Speeches
- ▶ Formation of Successful Speech
- ▶ Delivering your Speech like a Professional Speaker
- ▶ Three Requirements of Persuasive Presentation
- ▶ How to Use Persuasive Presentation to Get Results

1045-1300

Lunch

1300-1400

3. Preparing to Present – Part 2

- ▶ Planning a Presentation
- ▶ Developing Delivery Skills
- ▶ Analyzing Audiences
- ▶ Creating Persuasive Messages
- ▶ Developing and Using Visual Aids
- ▶ Effective Usage of the Verbal & Non-verbal Aspects of Presentation
- ▶ Presentation Rehearsals, Critiquing and Individual Coaching

1400-1530

Afternoon tea break

1530-1545

4. Delivering Persuasive Presentations – Part 3

- ▶ The Laws of Speaking: How to Inspire Others to Action
- ▶ Speak Like a Leader: How to Make Any Presentation with More Power & Influence
- ▶ From Dull to Dynamic: Transforming Your Presentations
- ▶ Power Listening: Overcome Poor Listening Habits & Develop Active Listening Skills

1545-1700

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Day two

5. Introduction to Public Speaking

- Ⓞ Why Public Speaking Skills are Important? Why Speak when you can write?
- Ⓞ What Sort of Things Can Go Wrong?
- Ⓞ What Can be Done About Them Your Central Idea?
- Ⓞ What Can a Public Speaking Achieve?
- Ⓞ What is Public Speaking Unlikely to Achieve?

0900-1030

Morning tea break

1030-1045

6. Preparing to Speak – Part One

- Ⓞ How do you Start a Speech?
- Ⓞ What is a Good Structure?
- Ⓞ What Sort Knowledge is Needed?
- Ⓞ What are the Benefits to a Speaker?
- Ⓞ How Can a Public Speaker Become Knowledgeable?
- Ⓞ Understanding your Own Attitude Toward Public Speaking
- Ⓞ Developing the Appreciation for the Characteristics of Effective Presenters

1045-1300

Lunch

1300-1400

7. Speaking Without Fear – Part Two

- Ⓞ Overcome Your Fear of Speaking: Because Your Career Depends on it
- Ⓞ Understand Your Fear and Stage Fright
- Ⓞ Recognise Your Symptoms of Being Distress Physically, Mentally and Emotionally
- Ⓞ How to Cope Successfully With Your Fears
- Ⓞ Build Your Self-Confidence for Speaking in Public

1400-1530

Afternoon tea break

1530-1545

8. Stand and Deliver – Part Three

- Ⓞ The First Ten Seconds
- Ⓞ Good Words, Bad Words and Non-Words
- Ⓞ The Most Powerful Words
- Ⓞ Selecting a Mode of Delivery
- Ⓞ Demonstrating Dynamism
- Ⓞ Managing Your Nervousness
- Ⓞ Interacting With Your Audience
- Ⓞ Convincing the Audience
- Ⓞ The All-Important Finish

1545-1700

Take The Next Step