

**Objectives** The ability to make effective presentations is an essential skill for many business people. Supervisors and leaders at all levels, sales people and others are routinely called on to convey information via presentations.

This course provides presenters with the Four P's of More Powerful Presentations: Prepare, Picture, Practice and Present, which includes the skills needed to both create and deliver better presentations. Beyond the benefit of increasing their personal communication abilities and confidence, having skilled presenters in an organization provides for higher quality, more efficient communication, both internally as well as externally with prospects, customers and other stakeholders.

- Agenda**
- The importance of presenting powerfully
    - A critical business skill
  - The good speaker trapped inside you
    - The fear of speaking
  - Prepare (Audience analysis and script writing)
    - Know who you're talking to: Audience analysis
    - Write with your audience in mind
    - Write like you talk: Conversational tone
    - Let it flow: Introduction, body and conclusion
    - Script formats: Use what's comfortable for you
  - Picture (Visual design)
    - Appropriate use of visuals
    - Keep it clean: Simplicity of design
    - Keep it consistent: Uniformity of layout and design
  - Picture (PowerPoint tricks and tips) [OPTIONAL "technical" section]
    - Using layouts and themes
    - Finding images/graphics
    - Working with images/graphics
  - Practice (Preparation and rehearsal)
    - Getting to Carnegie Hall: "Practice, man... practice"
    - Rehearsal techniques
    - Eliminate surprises: Investigate your venue/Test your equipment/Have backups
  - Present (Presentation skills and techniques)
    - Use your fear: Channeling nervous energy
    - Make a strong start
    - Body language and credibility: Be your best visual aid
    - Let your hands fly: Gestures and physical animation
    - Break down the barriers: Build a connection to the audience
  - Use your new power!
    - Apply your new skills
    - Build your skills: Take every opportunity to present

\* The course can be adjusted to any desired length, depending on the content selected and whether practice opportunities are incorporated as part of the training.