

Powerful Presentations

OVERVIEW

This “hands-on” workshop is a must for anyone who wants to make the most of their presentations and briefings. Participants learn how to create and deliver clear, dynamic presentations that accomplish their objectives, hold your audience’s attention, and persuade them to act. With extensive drill and practice, they will be able to make effective presentations in any situation, from one-on-one discussions to briefings and large group sessions.

This workshop develops skills and techniques that can put to work immediately to get a group’s attention, hold people’s interest, and persuade them to act. Participants learn:

- Seven specific steps that can be taken to eliminate stage fright—no matter how nervous or anxious one feels in speaking situations.
- Three simple tips to combat "choking" or losing one’s train of thought
- Analyzing the audience: 7 key facts that must be ascertained about the listeners at the planning stage
- When and how to script, outline, or memorize a presentation
- How to gauge an audience’s knowledge level and plan a briefing that meets their expectations.
- How and when to use—or not to use visual aids
- How to handle the question and answer session effectively
- How to create effective openers, transitions and closures
- How to deal with mishaps, disasters, and detractors



GOAL

The goal of this workshop is to assist participants in developing the competencies and confidence to be able to deliver high quality presentations and briefings, from one-on-one discussions to large group sessions.

BUSINESS RESULTS

- **Deal with anxiety:** Increase results by mastering specific steps and techniques to deal with anxiety and stage fright.
- **Prepare to present:** Gauge an audience’s knowledge level and plan briefings and presentations that meet the audience’s and presenter’s real needs.
- **Use visual aids:** Effectively use graphics and visual aids to increase attention and retention of key points.
- **Handle the question and answer session:** Maintain control by using effective techniques for fielding difficult objections and questions plus handle difficult audience members.

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