



# POWERFUL PRESENTATIONS

*Measurable and improved results through skills transfer, practical application and on-going development.*

## **Program Outline**

**When influencing others, it's not so much the content that will persuade them, but how the material is presented. And some people make their presentations a cure for insomnia!**

Learn simple techniques to turn nervousness into confidence, cope with the unexpected, organise the environment to your advantage, use 'props' effectively, hold and engage your audience, get the result you want.

The emphasis is on the practical considerations of making an effective presentation, not the theory of preparing a speech. It is a program on how to present for effective results.

The program will suit those individuals who have to make powerful presentations to groups of up to 100, whether within their own organisation or to clients.

## **Participant Benefits**

Increased success in achieving presentation objectives in a confident and professional manner through:

- Establishing and using presentation plans and objectives
- Measuring the success of the presentation
- Clearly determining and stating presentation outcomes
- Effective use of "props"
- Holding audience interest and attention
- Handling questions and the unexpected
- Moving your audience to the desired objectives

*The greatest mistake you can make in life is to be continually fearing you will make one.*

**Elbert Hubbard**

## **Program Content**

### *Module 1: Assessing your Skills*

The two main areas to becoming a better presenter are formal training and giving presentations. Participants are actively involved in a discussion session to focus their thoughts and allow them to assess their skills.

- Defining an effective presentation
- Characteristics of a successful presenter
- Presentation structure
- Principles of adult learning
- Multi-sense learning
- Determining the purpose of the presentation
- Assessing an individual's presentation style

### *Module 2: Preparing the Presentation*

Powerful presentations do not just happen, they are planned and timed for maximum impact and the initial question to ask is "why?" not "what?". Why are you giving the presentation so that the audience benefits?

- Establishing presentation outcomes
- Developing content through mind mapping
- Charting the presentation flow for audience understanding, retention and commitment
- Analysing and involving your audience
- Arranging the room environment for maximum impact
- "Nevers" in presentations
- Assessing individuals' presentation style



### ***Module 3: Visual Aids***

Powerful presentations will involve visual aids to reinforce your message and make it a memorable experience for the audience. Visual aids should assist the presentation and not be used as a crutch. If the audience can only remember the aids used, then you are in trouble.

- Developing and planning your visual aids
- Appropriate use of visual aids
- Technology for presentations - computer, telephone and video conferencing
- Do's and don'ts of visual aids
- Assessing individuals' presentation style

### ***Module 4: Managing the Audience***

By definition powerful presentations will involve the audience. Interaction brings the unpredictable and it is the presenter's ability to welcome these challenges and communicate effectively that makes the occasion memorable.

- Using verbal and non-verbal communication to control and arouse the audience
- Attentive listening skills
- Techniques for asking and handling questions
- Delivering a tailored presentation
- Handling rough times
- Assessing individuals' presentation style

### ***Module 5: Planning the Total Presentation***

This module considers all aspects of the presentation. It is designed to prevent those last-minute hitches which have the potential to destroy your presentation and nullify your hard work and effort.

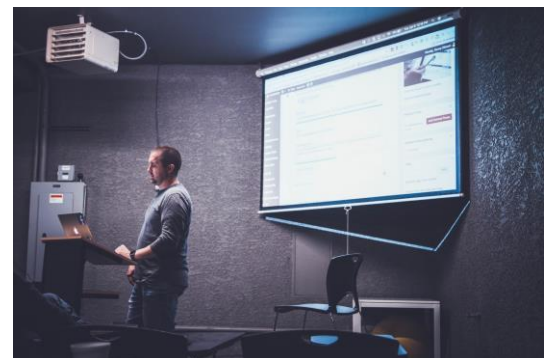
The intention is to increase your efficiency by reducing confusion and duplication and improve communication and morale by meeting deadlines through an established plan and task allocation

- Criteria for measuring the success of a presentation
- Considering a venue
- Establishing presentation plans and objectives
- Using the Critical Path Method to plan and implement a successful presentation
- Assessing individuals' presentation style

### ***Module 6: The Powerful Presentation***

In each module the participants have made presentations and assessed their skills. This module shows everything together to ensure skills learned are developed into correct habits of constructing and giving that memorable and powerful presentation.

- The planned presentation
- Effective openings
- Using emotion and logic to excite
- Welcoming audience participation and challenges
- Confidence in controlling the presentation
- Achieving your desired objective
- Assessing individuals' presentation style



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