

Presenting4Success: Stand & Speak



Stand up and present with confidence.

What You Will Learn

- Master the top quality sought by employers in the Job Outlook 2007 survey
- Learn the four phases that define the presentation process
- Identify areas for improvement during your three DVD video recordings
- Learn eight effective methods for conducting an audience analysis
- Incorporate SMART objectives into every presentation foundation
- Study various techniques to persuade your audience, including the persuasive words
- Learn how audiences retain information so you influence audiences
- Implement the RUT Test for your supporting material and examples
- Understand the 11 decisions people make in the first seven
- Learn the four keys to staying calm before a presentation
- Successfully facilitate a Q&A segment in your presentation
- Learn six common visual aid mistakes to avoid
- Understand when and how to incorporate humor in a presentation

Who Should Attend

- Sales Professionals
- Customer Service personnel
- Anyone who needs to present information or persuade others

Course Duration

- 14 hours



Successful presentations are not only for those with a natural talent for speaking in front of people. Presenting4Success will provide you with the unparalleled opportunity to gain the experience, techniques, and strategies of speaking professionals in this interactive two-day workshop that will teach you how to make confident and dynamic presentations.

Course Outline

- **Presentations & Public Speaking**
 - Why presentations are vital to your job
 - The fear of speaking & causes of fear
 - Great speakers in history
 - Qualities of the perfect speaker
- **Evaluating Presentations**
 - Effective evaluations using LEARN
 - Listening Skills & types of listening
 - Presentation Coaching & Feedback
- **Communication Models**
 - Aristotle's Rhetoric
 - Who says what to whom with what effect
 - The Linear & Process Model
 - The iSpeak Communication Model
- **Communication Factors**
 - Establishing Credibility
 - Voice Modulation
 - How fast can you listen?
 - How audiences retain information
- **Persuasive Presentations**
 - Different types of presentations
 - Various methods of persuasion
 - McGuire's Model of Persuasive Process
- **Preparing your Presentation**
 - Presentation Purpose
 - SMART objectives for your presentation
 - Types of audiences
 - Audience Analysis
- **Presentation Structure**
 - Tell 'em Method
 - 3-1-2 Method
 - Monroe's Motivated Sequence
- **Developing your Presentation**
 - Openings
 - Using CABA
 - Presentation Body
 - The RUT Test
 - Six types of supporting materials
 - Closing
- **Rehearsal Techniques**
 - Understanding Parkinson's Law
 - Seven rehearsal techniques
 - The best time & place for rehearsal
 - Prepare for Change
- **Delivering your Presentation**
 - First Impressions
 - Personal Motivation
 - Voice & Body Techniques
 - Dealing with nervousness & anxiety
 - Effectively using humor
- **Facilitating Q&A Sessions**
 - Five effective steps to Q&A
 - The best time to answer questions
 - Maintaining control & credibility
 - When you don't have the answer
- **Visual Aids**
 - What can visuals do for you?
 - The KILL KISS PETAL System
 - Different types of Visual Aids
 - Understanding colors
 - Using PowerPoint
- **Continuous Personal Development**
 - Online Presentation resources
 - Continuous improvement tracking