



Communications & Conflict Series Mastering Presentations

Summary

This one- or 2-day, workshop provides a framework for creating and delivering successful presentations, be it a large public or in-house presentation to many people or a small presentation to a team of employees.

Who Should Attend

All managers and employees who are responsible for planning and conducting in-house and/or external presentations.

Structure

The structure and content of the workshop can easily be adapted, depending upon the needs of the participants and expanded to include additional practice and private coaching. The class is very interactive with discussion, exercises, brainstorming, video examples and practice. In order to complete this class in one day it is necessary that participants bring to class an actual presentation, with visual aids, that they will work on and fine-tune during the day.

1. Introduction to Presentation Skills

Participants participate in a short, interactive exercise that leads to a discussion of five presentation *cardinal rules*, followed by a brief discussion on how to manage fear and use it to your advantage. Participants then do a self-assessment to identify their individual presentation style and learn how to use this information to enhance their presentations.

2. Planning and Preparation

Participants are introduced to the steps necessary for planning and developing an effective presentation, addressing such issues as setting clear objectives, doing a thorough audience analysis (including how to identify the leaders, experts, supporters and doubters in a group), developing an effective opening, body and close to a presentation, designing effective transition statements, framing key concepts, employing strategies for grabbing and holding an audience's attention, and tips for delivering a successful team presentation.

Participants work with a three-page *Presentation Organizer* to re-work and fine-tune an existing upcoming presentation and have the opportunity to deliver a presentation in class and receive feedback from participants and the facilitator.

3. Delivery Notes

A brief discussion, with samples, of different types of delivery notes and strategies for making notes user friendly, not distracting to the audience, and keeping the presenter on track.

4. Delivery Skills

Addresses the skills necessary to successfully deliver (“sell”) the presentation to the audience. Issues such as body language, gestures, facial expressions, voice variation, giving up and re-gaining control in a group, language choice, and reducing personal “tics” are explored. We look at these in relationship to standing, seated and podium (with and without microphones) presentations, focusing on whatever is most common to the group.



5. Visual Aids

How do you select the right type of visual aid for a given presentation and how do you develop and deliver it effectively. There are selection, development and delivery tips for every type of visual aid including handouts, PowerPoint, models, films, demo's, etc.

Participants then have a second opportunity to deliver a presentation in class, their opening and one key point in the body of their presentation. It would include visual aids and the use of notes and the delivery skills just covered. Once again they would receive feedback from class participants and the facilitator.

6. Handling Questions and Challenges

Explores how to prepare for the Q&A section of a presentation, a look at the pros and cons of allowing questions during the presentation as opposed to waiting until the end, brainstorming ways to handle tough questioners, gaining time if you can't think of an answer immediately, and strategies for handling challenging situations during a presentation (e.g., if the audience seems confused or distracted). Participants would then be challenged, in a round-robin type format, to handle tough questions about their presentation that their classmates throw at them.