

## Presentation Skills

Presentations are an integral part of business; how well they are conducted can have a major impact on business and personal success. As business becomes increasingly complex, the need to communicate those complexities in clear, concise terms becomes more critical. Presentations are essential to the achievement of the goals of the organization, and are an extremely important avenue for career advancement.

### Seminar Objectives:

To describe the fundamentals of preparing and delivering winning presentations, strategies for managing stage fright and fielding questions. Participants will recognize the role of presentations in business, learn systematic approaches to planning presentations, explore interaction techniques for participation and retention of information, and determine appropriate visual aids for enhancing the message.

### Topics:

- The role of presentations in business today: keys to presentation success
- Effective presentations: accountable, credible, and compelling
- Tailoring your presentations to your audience: putting people before purpose
- Setting objectives: what is the message, and what's in it for them?
- Organizing your purpose, ideas, and key points to persuade the listeners
- Developing the opening, the body, and the closing of your presentation
- How to practice and polish for confidence and perfection
- Fundamentals of the communication process: sending, receiving, and perceiving
- Making contact with your audience: eye contact, opening "grabbers", enthusiasm
- Encouraging audience participation: seeking their knowledge and their feedback
- Using the team approach during a presentation: interaction as a learning tool
- Determining appropriate equipment and audio-visual aids to enhance the message
- Fielding questions from the floor: effective listening and admitting to "I don't know"
- Learning to read your audience; handling a "hard sell" audience
- Removing static from the verbal channel: improving your language effectiveness
- Presenting a poised and polished appearance: dress and grooming do matter
- Body language and how it affects a presentation
- Facing a camera, using a microphone, handling your notes
- Ensuring an effective, comfortable, and compatible physical environment
- Stage fright: conquering fear and negative stress
- Speaking from a manuscript: reading reports, papers, and still communicating
- Introducing speakers, handling impromptu speaking situations, chairing/moderating
- Team presentations: they're varied and important, and the stakes are high!
- "Pitching a sale": winning them over with your knowledge, passion, and enthusiasm
- International presentations: adapting to differences in language, culture, and business