



CREATING POWERFUL BUSINESS PRESENTATIONS

DESCRIPTION

“Creating Powerful Business Presentations” is a three-day developmental training course, designed primarily for supervisors/managers, or others who find it necessary to make presentations in conjunction with their job-related responsibilities. Such presentations might take the form of making a technical presentation, teaching or training, demonstrations, speeches, briefings, leading group discussions, sales calls, or any other form of talk that requires self confidence, clear organization and effective delivery.

RATIONALE

Highly experienced and technically competent people often develop a high level of anxiety and encounter a variety of problems when they are expected to make a presentation in front of a group. Though they may have a good idea of what they want to say, many lack the speaking experience and skills to know how to: (1) identify relevant and appropriate content, and focus it at the proper level for the particular target audience; (2) organize the presentation in a logical fashion that shows clarity, conciseness, and an appropriate introduction, body and conclusion; and (3) deliver the material in a dynamic manner that builds and maintains interest.

OBJECTIVES

1. To be able to assess speaking strengths and weaknesses by analyzing their own videotape presentations, thereby identifying personal objectives to work on during the course.
2. To acquire the skills to make an effective corporate/business presentation that is well organized, has effective transitions, and has an opening, body and close that are appropriate to both the speech and the audience.
3. To learn how to give a variety of presentations including: prepared manuscript memorized, impromptu and extemporaneous.

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OBJECTIVES continued.

4. To develop knowledge and expertise to organize a speech in a short period of time, including the development of relevant visual aids (such as flip charts, PowerPoint slides, charts and graphs, among others).
5. To learn the art of answering questions from an audience (understanding the “five-step sequence”), how to handle objections, and internalizing the do’s and don’ts in front of an audience.
6. To become skilled at convincing, informing, or entertaining an audience, including proper use of anecdotes, injecting humor/originality, using note cards, controlling nervousness, and maintaining continuity throughout the speech.

METHODOLOGY

The course is very much participant, rather than instructor, centered. Each person will see himself or herself at least three times each day on videotape. In this way, the person quickly learns to perceive himself/herself as others do. Since the feedback or critiquing is immediate— at the end of each presentation/briefing— there is prompt reinforcement of what has been learned.

Each person receives three forms of feedback from:

1. Other participants both orally and on several specially-prepared critique forms;
2. The instructor both in class and in one on one assessment sessions;
3. Themselves as a result of critiquing their own videotapes.

During the course, each participant gives eight to twelve presentations. The participants will have multiple opportunities to practice developing several different types of visual aids. In this regard, there will be an evening assignment for the following day (in which a visual aid must be used). Most importantly, each person learns to deliver talks that are interesting, dynamic and effective.

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KEY TOPICS

1. Evaluating Speaking Strengths and Weaknesses
2. Determine Personal Speaking Objectives
3. Keys to Preparing Effective Presentations: With opening techniques, structuring and outlining the body of the talk and closing techniques
4. Impromptu Speaking
5. Using Visual Aids Properly
6. Delivering the Complete Presentation with Style and Confidence by Analyzing each video tape
7. Proper Ways to Use Note Cards, and Methods for Controlling Nervousness
8. Techniques for giving a final thought
9. Do's and Don'ts for Answering Questions and Objections
10. Gaining Self Confidence, Eye contact and Gestures
11. Developing Rapport, Warmth, and Using Humor Properly
12. Procedures for Making Technical Presentations Interesting
13. Speaking on Special Occasions
14. Key Considerations in Dress and Grooming
15. Techniques for Being More Assertive and Projecting a Positive Managerial Image

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