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### OVERVIEW

The intent of most presentations is to educate and influence others. But if your audience is confused or bored, you won't achieve the results you want. Discover the secrets to developing and delivering powerful presentations that draw your audience in and influence them to take the action you want them to take!

*Powerful Presentation Skills* empowers you to become powerful presenter, able to deliver a succinct and influential message that, in turn, increases your success rate. Discover how to craft and deliver a message that will be heard, using a presentation structure that overcomes resistance and invites agreement.

This experiential workshop also offers platform skills that allow you to become the message and get people excited and involved. Develop your confidence when developing and delivering a presentation, whether to one or one hundred people. Your presentations will be more relevant and interesting ... and your audiences will be more engaged, enthusiastic and motivated to take action.

Day One will focus on content development, structure, flow, and use of media. Day Two will focus on the delivery of the message through video and self-assessment. During this workshop, you will:

- Experience a profound “shift” in your presentation style through the self-awareness of videotaping and coaching
- Identify the five biggest mistakes presenters make
- List the steps required to know your audience
- Choose the most appropriate content to meet the audience's needs
- Discover how to use PowerPoint effectively
- Learn three ways to establish your credibility early in a presentation
- Develop an influential presentation through the right content and structure
- Learn how to manage your verbal and non-verbal communication to send a powerful, professional message
- Overcome nervousness through relaxation techniques
- Gain confidence in communication and presentation skills

### WORKSHOP OUTLINE

#### Introduction:

- *Participants will present the first 10 minutes of their presentation*
- Characteristics of great presentations
- Five biggest mistakes presenters make
- Effective communication for presentations
- Why less is more

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### Content Development

- Step One: What is your objective? What do you hope to achieve from this presentation?
- Step Two: Know your audience
  - Identifying the WIIFM
- Step Three: Gather your content:
  - Identifying your key points
  - Using features and benefits to substantiate your key points
- Step Four: Organize your presentation
  - Begin with the end in mind: How to create a powerful opening that will get their attention
  - How and when to answer the “WIIFM” (tell them what you are going to tell them)
  - Writing a call to action
  - Powerful ways to close the presentation

### Using Media Effectively

- Do's & don'ts of PowerPoint
- Murphy's Law and technology – preparation is key
- Using other forms of media – sell sheets, charts and graphs, flipcharts
- Guidelines for a powerful “deck”

### Delivery...Interpersonal Skills for a Powerful Presentation

- What makes a good presenter: Establishing your credibility
- Developing your confidence
- Voice qualities:
  - Pace and rate of speech
  - Inflection & tone
  - Energy and enthusiasm
  - Dealing with the “weeds” in speech (i.e., “uhms” and “ahs”)
- Managing nervousness

### Managing the Audience

- Types of questions to use in presentations
- Using questions to encourage participation
- What to do when you don't know the answers

### Present Powerfully!

- Practice your new presentation (*presentation will be videotaped and feedback will be provided*)
- Feedback overview
- Developing your personal action plan

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Required pre-work for the session includes:

- Participants will be required to bring a presentation to work on (an existing presentation or one they will be presenting in the future).
- PPT presentation will be sent ahead of time for review by facilitator.
- Participants will come prepared to present the first 10 minutes of the presentation.
- Groups may be broken up ahead of time with a mixture of skills.

All workshops are designed using adult learning methodology and use a 60/40 ratio of interactive exercises and group work (60%) and instruction (40%). Workshops are participant driven, learning filled, and fun.

This is a two-day program. Group size should be limited to 12-16 participants for maximum effectiveness.

Duration: 2 days

Participants: 16 maximum