

The Art of Effective Presentations

Course Overview

Whether speaking publicly or to a private group, the ability to deliver a great presentation means efficiently and effectively convey your message. In this course, you will learn strategies to master your speaking skills, confidently standing before a group and delivering your message. Expert instructors will provide constructive feedback, identifying the areas in which you are most polished, as well as offering tips to master the rest. [**Download the Course Outline and Information on Post-Class Content**](/Portals/0/Documents/CLD%20Outlines%20and%20Post%20Class/The%20Art%20of%20Effective%20Presentations.pdf).

This is a 3-day class



Who Should Attend

Anyone desiring to improve their ability to speak self-assuredly, in front of both internal and external groups.

Course Objectives

After completing this course, students will be able to:

- Explore what makes a successful presentation
- Recognize the factors that go into building and delivery of presentations
- Outline, develop and build a high quality presentation
- Successfully deliver and close an effective presentation

Course Outline

1 What Is a Successful Presentation?

Defining the Effective Presentation
Generating Passion and Enthusiasm
Techniques for Delivering Value

2 Creating the Basic Structure

Building the Outline and Backbone
Determining Presentation Type
Capturing Audience Attention
Tailoring the Presentation to Your Audience

3 Organizing Your Program

Choosing the Presentation Length
Setting a Time Frame
Creating the Topic Outline
Making the Key Points
Categorizing and Breaking Down Information

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4 Fact-Finding

- Identifying sources of Information
- Gathering Facts and Data
- Using the Internet as a Resource
- Citing Key Points with Citations

5 Building Your Presentation

- Writing Your Presentation
- Reviewing Editing and Rewriting Slides
- Structuring to Keep Attention
- Observing Visual Guidelines

6 Delivering Your Presentation

- Making the Audience Your Focus
- Engaging the Audience
- Building In Breaks
- Winding Down the Presentation

7 Interacting with Your Audience

- Opening and Capturing Attention
- Encouraging Questions and Discussion
- Reading the Audience and Keeping Their Engagement High
- Handling the Unexpected

8 Improve Your Nonverbal Communication

- Understanding Body Language
- Creating Consistency – Practice, Practice, Practice
- Building Trust with your Audience

9 Matching Your Words to Your Movement

- Reinforcing Your Words - Saying What You Mean
- Controlling Involuntary Movements
- Focusing on Your Posture

10 Closing Your Presentation

- Calling the Audience to Action
- Conducting a Closing Q&A Session
- Post-event Involvement: Sending Emails and Sharing Your Presentation