

# EFFECTIVE PRESENTATIONS

## ***PURPOSE:***

Making dynamic presentations with confidence is an essential career skill that demonstrates leadership ability. The executive or manager who can speak with authority before an audience of one or one thousand is a great asset to his or her organization. Whether the intent is to motivate, inform, influence or defend, this three-day intensive "how-to" seminar will improve participants' effectiveness in dealing with superiors, direct reports and co-workers; clients, associates and the general public. The seminar deals with the vital basics, the important do's and don'ts, and the framework upon which you can practice and build your skills. While PowerPoint will be covered in depth, you will learn not to become overly dependent on this technique.

## ***PROGRAM OUTLINE:***

### **Preparation**

- Setting up your objectives
- Analyzing your audience
- Researching the content

### **Overcoming Fear and Anxiety**

- The fear of public speaking
- How to deal with your

- Relaxation exercises to gain control

### **Delivering the Presentation**

- Choosing your most effective style
- Begin by attracting attention and stimulating interest
- Ending on a persuasive note

### **Presentation Techniques**

- Using notes discreetly
- Improving posture, gestures, eye contact and mannerisms
- Using the microphone and the podium to your advantage
- Rehearsal techniques

### **Adding Impact to Your Presentation**

- Using various types of visual aids effectively
- Selecting appropriate anecdotes, jokes, experiences, analogies, quotations and illustrations
- Dressing appropriately

### **Dealing with Questions**

- Promoting questions by reinforcement
- Dealing with hostility and manipulation
- Maintaining credibility
- Effective listening techniques
- Maintaining control

## **Voice in Action**

- Improving quality and developing clarity
- Generating authority
- Taking care of your voice

### ***KEY TOPICS INCLUDE:***

- Overcoming fear and anxiety
- Delivering presentations
- Presentation techniques
- Adding impact to a presentation
- Dealing with questions
- Voice in action

### ***DESIGNED FOR:***

This seminar is directed to executives, managers, sales representatives, company spokespersons and public relations specialists who are called upon to make business presentations, address a meeting or speak in front of a group.

### ***SPECIAL FEATURES:***

This three-day intensive program includes a "blueprint" for your presentation including individual coaching and hands-on experience

in presenting your speech. A variety of presentation tools will be available for use, including a laptop/desktop computer, a visualiser, flip-chart, whiteboard, microphone, podium, the use of handouts, etc. The seminar includes two powerful DVDs on presenting. Participants are encouraged to bring any presentations they may have to present with them. The seminar will provide ample opportunities for a "dry run". The feedback from the seminar leader and fellow participants will help perfect these presentations.

Participants will be given a taped-copy of their presentation and feedback sheets for continuous use after the seminar

***DURATION:*** 3 days

### ***SEMINAR LEADER:***

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