

OVERVIEW: Successful Presentations for Business



Accredited against unit standard: 10055
"Present data to stakeholders."
NQF level 5, with 4 credits

Presentation Skills training offers many valuable benefits, including improved communication, increased confidence, and the ability to engage and persuade diverse audiences. This programme focuses on overcoming public speaking anxiety, preparation and structure of meaningful content, the appropriate use of visual aids, and mastering delivery .

If we enhance our communication skills, we open up new opportunities and professional growth. The hands-on practice and feedback provided during the programmes enables continuous improvement, helping delegates to become more effective and confident presenters.

Ideally, this programme should be presented in-person. We cannot stress enough the value of live in-the-room feedback from both the facilitators and fellow colleagues.

Delegates are recorded four times during the programme:

- On day one, they prepare a presentation introducing themselves to the group, and deliver a presentation on a topic they are passionate about (both recorded and then self-analysed)
- On the morning of day two, they prepare a feedback presentation on their strengths, learning points and plan of action
- On the afternoon of day two, delegates prepare a group presentation on a defined topic

Module 1

Getting Started

Good presenting is about entertaining and conveying information. The audience retains more if they are enjoying themselves and feeling relaxed, which is often dependent on our ability to speak and write well.

- The objectives of communication
 - Understanding the 'fear-factor' . . . the panic and dread of presentations
 - Assess current presentation ability
 - Manage stage fright . . . defeating your nerves
 - Understand the body's reaction to stress
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Module 2

The Power of Preparation

It is impossible to overestimate the importance of careful preparation. Good preparation is the key to confidence, which is key to you being relaxed.

- Planning a presentation . . . where to begin
- Conduct a thorough needs analysis
- Establish your position
- Using mind-maps to plan a presentation
- How to deliver “off-the-cuff” presentations

Module 3

Structuring a Presentation

Structuring a presentation that persuades is different to simply standing up and delivering a speech. The main objective of delivering a presentation is to achieve a favourable outcome.

- The theory behind the structure
- How to structure an interactive presentation
- Create effective supporting documents

Module 4

Online Presentations

There are more distractions in an online presentation than sitting in an audience listening to a presentation. We now have to compete for the audience’s eyes, ears, hearts and minds against diminished attention spans, increased home and work life distractions and conflicting priorities.

- Tips to ensure your online presentations are impactful and successful



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Module 5

Creating Visual Support

PowerPoint is an easy programme to use and a powerful tool for delivering a presentation. Make your presentations more interesting through the use of multimedia to improve the audience's focus. PowerPoint allows you to use images, audio and video to have greater visual impact.

- Entertain, convey information and encourage maximum interest
- Death by PowerPoint
- Critical aspects of a PowerPoint presentation
- Design tips
- Create a storyboard for a group presentation

Module 6

Non-Verbal Communication

People believe your body before they believe your words. Body language that is consistent and congruent with the verbal message builds trust and rapport.

- Understand the impact of posture, movement, gestures, facial expressions and handshakes
- The effect of clothing on credibility

Module 7

Delivering a Presentation

We've all been subjected to a boring presentation where we battle to stay tuned and concentrate. When rehearsing a presentation it is important to practice pitch of voice, volume control, and talk at a natural, moderate rate.

- Optimise your vocal quality
- Be a powerful presenter, not a slide-narrator
- Convey messages persuasively, clearly and with passion
- Use humour effectively
- Deal with questions confidently