The Skilled Presenter™

Confidence. Credibility. Impact.

The Skilled Presenter

EXECUTIVE SUMMARY

The Skilled Presenter™ examines the mechanics of how to deliver a presentation.

We focus on how others see you. Special emphasis on: organising your presentation; polishing performance skills; voice, gestures, eye contact, posture, stance; preparing dynamic visuals.

You can expect plenty of tips, practice and specific, constructive feedback that will help you develop your skills as confident, dynamic and skilled speaker.

WORKSHOP LOGISTICS

DURATION

Comprehensive 2 day
Compact 1 day
or Keynote session

MATERIALS

Every participant receives a bound 150-page copy of
The Skilled Presenter™.

The text acts as a workbook during the workshop, and a reference afterwards. You will also receive a copy of your dvd recorded film as a record of your progress during the programme.

FORMAT

Workshops of 8-25 participants
Coaching one-to-one
Corporate events

WHO IS IT FOR?

The Skilled Presenter™ is for anyone who gives presentations to small groups or large audiences, e.g., management meetings, sales presentations, conferences and institutional events.

Representative Client Backgrounds include:

- Account Manager
- Business Analyst
- Client Relations Manager
- Creative Director
- Executive Assistant
- Senior Manager
- Lawyer

- Operations Manager
- Policy Analyst
- Research Consultant
- Sales Consultant
- System Analyst
- VP Finance
- VP Marketing

WHAT WILL I BE ABLE TO DO AFTER PARTICIPATING?

You will be better able to:

- Position your ideas for your audience's core concerns
- Involve your audience
- Deal with nerves
- Design and craft a clear, engaging and compelling presentation
- Deliver with confidence, presence and impact
- Field questions effectively
- Manage yourself, your audience and your material more effectively

The Core Programme is described in more detail on the next page

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At businessfruit we are passionate about helping you deliver results. We provide powerful, practical and globally-proven workshops on a local, regional or worldwide basis - workshops that help you drive lasting improvements in personal, team and organisational performance.

To find out more about this workshop and our other programmes:

1. email businessfruit at: info@businessfruit.com
2. phone Hywel Thomas at businessfruit on: +32.476.611.317
3. visit our web site at www.businessfruit.com, and 'contact us'

organisational
team
personal
leadership impact
insight
performance
results

The Skilled Presenter™

a **businessfruit** *workshop*

CORE PROGRAMME

☐ **Positioning Your Ideas for Your Audience**
- Crafting your presentation to give your listeners a simple, memorable, unifying idea
- Addressing your listeners' hopes, fears and background knowledge
- Engaging your listener with visual, helpful or personal examples
- Book-ending the presentation: effective openings and closings

☐ **Techniques to Overcome Nervousness**
- Using structure presentations to cure nervousness
- Following tips from theatre performers and professional athletes
- Assessing The Skilled Presenter™ Confidence Test

☐ **How to Practise**
- Keys to pacing: separating your topics and using transitions
- Memory devices to keep you on track

☐ **Voice Projection**
- Varying your speed, volume and modulation
- Identifying your speech errors and problem patterns
- Improving your voice-training methods

☐ **Eye Contact: the Powerful Persuader**
- Keeping eye contact comfortably
- Handling approach cues: using eye contact to show your listeners that you like them, and to relax yourself

☐ **Gestures, Stance & Movement**
- Using gestures naturally to add impact to your message
- Standing squarely, and moving with purpose
- Avoiding distracting habits

☐ **Crafting Your Content**
- Fleshing out presentations with examples and stories
- Adding concrete details to reinforce ideas
- Making facts and figures memorable
- Keeping quotes succinct and pertinent

☐ **Involving Your Audience**
- Using your listeners as a focus group
- Moving discussions along
- Ensuring your listeners remember your key points

☐ **Fielding Questions**
- Clarifying questions and buying time
- Identifying and preparing commonly-asked questions
- Dealing with interruptions / hostile questions

☐ **Using Language Your Listeners Understand**
- Avoiding jargon and foggy language
- Explaining technical terms clearly and simply

☐ **Creating Effective Visuals**
- Using visuals as your notes
- Creating PowerPoint and KeyNote slideshows
- Following principles of good design
- Distributing handouts: what, when, and why

☐ **Designing Tables, Graphs and Charts**
- Maintaining a simple, open style
- Separating basic from advanced information

businessfruit
TRANSFORMING PERFORMANCE™