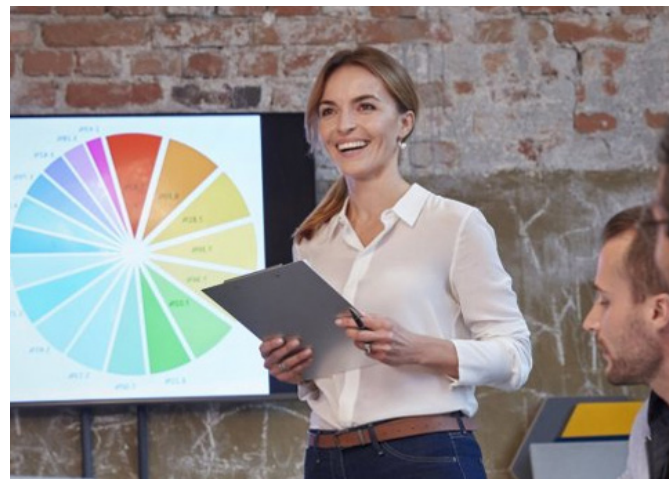


## ABOUT THE COURSE

Strong presentation skills are vital to succeeding in business today. Whether you are doing an internal presentation or delivering a multi-million dollar sales presentation, the skills you learn on this workshop will allow you to produce a powerful and confident performance.

## LEARNING OBJECTIVES

- ➔ Understand what makes an effective presentation
- ➔ Set goals for a successful presentation
- ➔ Analyze an audience
- ➔ Prepare for the presentation
- ➔ Craft your message
- ➔ Deliver an opening to capture the audience's attention
- ➔ Deliver a substantial presentation and powerful close
- ➔ Overcome fear of public speaking
- ➔ Use different tonality for effect
- ➔ Persuade people
- ➔ Use non-verbal communication aids
- ➔ Handle questions-and-answers
- ➔ Debrief presentations.



## DETAILED OUTLINE

### Define Your Goal

- ➔ Your broad objective
- ➔ Your desired outcomes
- ➔ Your measurement of success
- ➔ Knowing your audience

### Craft your Message

- ➔ Define your core message
- ➔ Define your opener
- ➔ Identify relevant arguments and data
- ➔ Organize the content
- ➔ Define your closer

### Identify Your Resources

- ➔ What's your venue like?
- ➔ How much time will you have?
- ➔ What equipment will you use?

### Plan the Visuals

- ➔ Choosing the appropriate media
- ➔ Creating effective visuals

### Deliver Your Presentation

- ➔ Keeping your audience engaged
- ➔ Read body language
- ➔ Being flexible



Juana was an excellent instructor, not only sharing technical tips to improve public speaking, but also challenged me to think about the purpose and mission I want to approach each presentation with. I leave feeling much more confident to deliver presentations when I return to work.

**Kate Donlin – The University of Chicago**

# EFFECTIVE PRESENTATIONS



www.trainingconnection.com  
info@trainingconnection.com  
P. 888.815.0604

## Manage the Response

- ⌚ Timing the Q&A
- ⌚ Preparing for tough questions
- ⌚ Outlining the next steps

## Debrief Your Presentation

- ⌚ Critiquing your content
- ⌚ Analyzing your performance
- ⌚ Asking colleagues for feedback
- ⌚ Following up with the audience

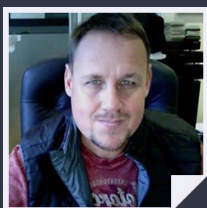
Our outlines are a guide to the content covered on a typical class. We may change or alter the course topics to meet the objectives of a particular class.



Jeanette was so great to work with! She was extremely engaging, knowledgeable and kept my interest the ENTIRE time. I thought I would go crazy having to sit in a classroom all day but it just flew by. I look forward to taking the skills she taught and using them in the future. I may even come back for the sales class. Thanks for the great experience!

**Terri Falbo - Private**

## MESSAGE FROM THE CEO



### William J Gee (aka Billy)

Productivity and Communication Specialist

Presentation skills are important to deliver effective and engaging presentations to a variety of audiences. A confident presenter with clear communication skills will motivate his or her audience to listen. The skills covered on this class include the structure of your presentation, the design of your slides, the tone of your voice and the body language you convey.

