

# Presentation Skills for Business Professionals

## Workshop Overview

No matter how good or important a message, if it's not delivered in an interesting and effective way, chances are it won't be heard at all.

Strong presentation skills can advance a career. Poor speaking skills can ground a rising star. In this program, participants will learn how to conquer their fears and deliver presentations that get results. From dynamic introductions to powerful closings, participants will have an opportunity during this workshop to practice and refine their platform skills. They will receive **feedback** on their skills from the facilitator, other participants, and most importantly themselves by watching themselves on **video**. Participants will be given a DVD of their presentation to take home.

## Objectives

By the end of this one day workshop, participants should be able to:

- Identify the essential components of a presentation.
- Describe an audience analysis and why it is a needed step in a presentation.
- Organize information in a clear and concise manner.
- Create an attention grabbing introduction.
- Implement techniques for varying vocal tones and body language.
- Develop strategies for handling hecklers, bullies, and other disruptive participants.
- Point out the benefits and pitfalls of various visual aid options and audience seating arrangements.
- Begin implementing goals created during the session.

### Presented by: Angela Walterscheid

**Angela Walterscheid** is dedicated to helping companies develop their human resources. With over 18 years of corporate and consulting experience, Angela's focus is on design, development, and facilitation of custom learning experiences in management, leadership, customer service, team development and many areas of professional development that result in improved business unit and individual performance.

## **Course Outline**

### **Building a Successful Presentation**

The program begins with an examination of the parts of a presentation: a successful introduction, effective transitions, and captivating conclusions. Participants will dive in "head first" with a short practice presentation illustrating principles discussed.

### **Understanding Audience Differences**

Participants will identify their own presentation styles, the styles of different types of audience members, and how to adjust to each for better communication.

### **Adding Vocal Variety**

In this unit participants will explore several techniques for adding vocal and visual variety to their presentations and say goodbye monotone, hello dynamic speaker.

### **Overcoming the Fear of Public Speaking**

Fear is one reason many people do not enjoy public speaking. This component looks at the reasons for fear, techniques to overcome fear, and gives participants a checklist for projecting the best possible image. They will learn how to eliminate such distracting speech habits as "um," "ah," and "you know."

### **How and When to Use Humor, Storytelling**

Humor and storytelling used well can make a presentation come alive. Humor that isn't funny, or a story that isn't meaningful, can destroy a message. This portion of the program looks at when and how to inject humor and storytelling into presentations.

### **Managing the Know-it-all, Bully, and Heckler**

A difficult person makes the job of a presenter a challenge at best. Learning how to manage those audience members who "don't want to be there" is an essential skill of top speakers. This segment explores handling difficult people and challenging situations.

### **Flipcharts, Power Point, and Slides: Effective Visual Aids**

Choosing and using visual aids is an integral part of many presentations. This lesson reviews available options and the benefits and drawbacks of each.

### **Preparation and Practice**

The program concludes with participants making various kinds of presentations: explanatory, informative, persuasive, etc. Each participant will be videotaped for review and critique. Specific feedback will be given to each participant from other participants as well as the facilitator.

At the program's conclusion, participants will understand what makes a high-impact presentation and will have practiced and been critiqued on newly acquired skills.