

Presentation Skills

What do poor presentations cost your company? Consider the possibilities:

- Loss of interest from prospects and clients
- Long and inefficient meetings
- Loss of productivity
- Ineffective teams

What are the main challenges to successful, dynamic presentations today? It's getting the audience to listen, understand, agree, and remember. Whether it's a technical or non-technical talk, the speaker needs to connect with their audience and communicate information in an interesting and understandable manner. Good speaking isn't a matter of doing one or two things perfectly, it's about doing a hundred things well. This program will give you the skills and practice to be an accomplished and successful speaker—one who commands attention and persuades others to their point of view.

Key Benefits of Attending:

You'll learn how to communicate your ideas clearly and concisely.

You'll learn a fool-proof and simple method for organizing even your most complex talks.

You'll learn how to capture and hold attention.

Audiences today have short attention spans; keep them involved with a variety of easy techniques that work from the board room to the pickup's tailgate.

You'll learn how to speak with confidence and credibility.

How you present yourself is an important part of your message, and you can make a good impression from the start.

You'll learn how to think on your feet.

The question and answer period is often the crucial step—the audience is watching to see how the speaker handles themselves “in the moment.” You'll learn a specific technique to help you come across at your best.

A Proven Agenda (2 days)

Plan your presentations to meet action and information goals, as well as time limits.

Focus your theme. Make not just a point, but the point.

Analyze your audience.

Define your purpose and point.


Organize your content for logic and impact. Simplify the complex.

Develop supporting ideas with data, anecdotes, stories, examples.

Connect your ideas with transitions.

Morgan Seminar Group

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Prepare and use effective visual aids that complement, not detract. Learn how to effectively incorporate appropriate technical detail.

Create powerful introductions and closes that frame the talk.

Design useful handouts.

Learn to relax and release anxiety and tension.

Develop energy and enthusiasm.

Know how to appropriately involve the audience.

Deliver your message with ease and vitality.

Control the environment—seating, staging, equipment.

Prepare for tough questions.

Project confidence through eye contact, gestures, voice and pause.

Speak extemporaneously—to the point, confidently and briefly.

Prepare and deliver dynamic scripted presentations.

Learn to be your own coach.

Course Objectives:

Participants will:

- Learn to plan and organize a talk.
- Deliver a talk in a confident manner.
- Create and use visual aids.
- Deal with questions effectively.

Needed Materials

- *Presentation Systems* workbook

Recommended Reinforcement Materials:

- *Effective Presentation Skills* book, \$10.95
- *Technical Presentation Skills* book, \$10.95
- *50 Tips for Speaking Like a Pro* book, \$10.95
- *Thinking on Your Feet* book, \$10.95
- *Getting Your Message Across* book, \$13.95
- *Using Visual Aids* book, \$10.95
- *Graphics for Presenters* book, \$10.95

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