



The Key to Giving Persuasive Presentations

SUMMARY

This workshop blends the skills of presentation with the use of the English language in a unique way that equips participants with proven techniques to help them present confidently, clearly, persuasively and with greater impact.

Designed for executives who need to conduct presentations both to external and internal audiences, this workshop can be further customized, if required, to incorporate specific scenarios executives in your industry come across when presenting.

COURSE OBJECTIVES

The program is designed to ensure that participants can:-

- Plan, structure and organize ideas more effectively within a presentation - mind-mapping;
- Learn to open and close a presentation using 'impact' strategies;
- Use various techniques and language structures to signpost/structure a presentation for maximum results;
- Use language creatively to build rapport, clearly inform or persuade the audience;
- Create more dynamic and effective slides or visuals;
- Understand and practice voice control techniques to add emphasis and hold a listener's attention;
- Handle a range of different questions with effective ease; and
- Deliver different styles of presentations for different audiences professionally and confidently through practice activities with critique.

METHODOLOGY

The program combines the unique formula of language and skills. Learning methods include:

- Language and skills practice activities
- Discussion and brainstorming activities
- Lecture
- Group presentations
- Individual presentations
- Video critique with peer and trainer correction

FACILITATOR

Please contact your local Language Key office for details on the facilitator.

COURSE CONTENT

- Key ingredients of successful presentations;
- The importance of audience analysis – planning the presentation;
- Structuring the presentation – mind-mapping and brainstorming;
- Building a presentation from the ground up;
- Starting off – techniques for opening a presentation – developing a powerful introduction;
- Gaining the attention and interest of the audience;
- Ways of making a transition from one part of the presentation to the next – Signposting techniques;
- How to engage visually with the audience? – use of visuals;
- Preparing and using visual aids - Describing graphs, charts and figures clearly and accurately;
- Building persuasive arguments and examples;
- Developing language structures to support arguments;
- Voice techniques:
- Emphasizing your message;
- Pausing and chunking;
- Tripling and rhetorical questioning.
- Delivering an argument;
- Using appropriate body language throughout the presentation;
- Developing a conclusion to get a response;
- Closing down a presentation - signalling the end,

- summarising, concluding, recommending, closing & inviting questions;
- ☛ Dealing with questions – straightforward and difficult questions;

- ☛ Final individual presentations; and
- ☛ Video with peer and trainer feedback.

PROPOSED COURSE DURATION

Two days (16 hours) or Three days (24 hours)

A maximum of 12 participants is recommended for this program.