



# PRESENTING WITH IMPACT

## OVERVIEW

How often have you had to endure a presentation where the presenter just gave a lecture while you were expected to passively listen and perhaps take notes? Most people think this style does not really teach, inspire, or motivate an audience. If the only purpose of your presentation is to transfer information, you are better off distributing it in a handout/email and canceling the event. An effective presentation aims to change the audience and get them to think or act differently. The presenter should be able to engage them with a clear, focused message, logical arguments, and compelling visuals. Add a passionate delivery that evokes emotions and your presentation is sure to impact your audience forcefully.

This two day program provides a guiding framework to teach others how to design, develop, and deliver compelling, high impact presentations. Participants will learn simple, innovative concepts they can apply throughout the design and delivery process. Additionally, participants will review how to structure presentations, research content, create impactful visuals and enhance their delivery skills.

## COURSE OBJECTIVES:

By the end of this training course participants will be able to:

- ✓ Describe the three principles of presentation.
- ✓ Structure a presentation and visuals with focus, clarity and impact
- ✓ Effectively visualize, build, structure, and deliver a presentation with focus, engagement and passion.



## TARGET AUDIENCE

Anyone who wishes to dramatically enhance their presentation skills.

## COURSE OUTLINE

### MODULE 1: PRESENTATION PRIMER

- Character, logic, and emotion
- The three principles of presenting

### MODULE 2: PREPARING YOUR STRUCTURE

- What's the point?
- Knowing your audience
- Researching your topic
- Creating your structure
- Visualizing your ideas

### MODULE 3: PREPARING YOUR SLIDES

- The function of slides
- More images and fewer words
- Backgrounds, fonts, and contrast
- Bullets, quotes, and using animation
- Slide design tips

### MODULE 4: PREPARING YOURSELF

- Are you an expert?
- Dealing with nerves
- Looking the part
- Attitude, skills, and knowledge of the perfect presenter

### MODULE 5: DELIVERING YOUR PRESENTATION

- Passion, proximity, and participation
- Beginning with a P.U.N.C.H.
- Building rapport and addressing questions
- The charisma recipe
- Having a powerful ending

**Duration: 2 Days**

## Requirement

- Each participant will need to come prepared with a 5 minute presentation
- Your presentation will need to be sent at least two days before the workshop



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