



# ••• Presentation Skills

Apply skills toward being a powerful and effective presenter

Powerful presentation skills increase a person's ability to educate and inform audiences. Ideas, products, and concepts must be presented succinctly and compellingly. This course, specifically designed for people looking to influence or inspire, teaches a presenter to develop and deliver a clear, concise message that will quickly and effectively gain the attention of the audience.

## •••• The Experience

Presentations require special skills and techniques - the average presenter's loss is the exceptional presenter's gain. Participants will begin the course by exploring the benefits of a powerful presentation. They then will utilize a formula to create an effective, two-minute opening for a presentation that they will be delivering. Once the openings are created, they will present their opening to the rest of the group and receive feedback from the group on its effectiveness. Participants then will work through a five-step process to develop and prepare an effective message. Throughout this process, they will work on a presentation that they will be delivering in the near future. Special focus is directed toward asking the right questions ahead of time so that the presenter has a better understanding of the audience and content needs. In addition, participants will learn techniques to add variety, interest, and emphasis for greater audience impact.

Once the presentations are completed, the focus of the course will shift to delivery skills. Participants will learn techniques for managing nervousness and for using visual aids effectively while focusing on their visual, verbal, and vocal skills. They also will learn how to encourage audience participation in a way that will help ensure that the presentation points are of the most interest to the audience. Audience participation can result in difficult questions and/or audience members. Participants will learn methods for managing difficult questions. These methods can be customized based on the experiences of the participants themselves. Participants also will learn and practice methods for effectively managing difficult audience members.

The final step in the course is for each participant to present a short segment of the presentation. After each presentation, both written and verbal feedback is given to the presenter. These presentations are recorded on the participants' smartphones so the presenter has it for personal review.

## Objectives:

After completing this course, you will be able to:

- Identify the benefits of a powerful presentation.
- Create an opening that will capture audience attention.
- Apply a five-step process for preparing a powerful presentation.
- Utilize techniques to add variety, interest, and emphasis.
- Manage nervousness.
- Discuss the power of visual, verbal, and vocal skills.
- Use visual aids effectively (handouts, charts, PowerPoint slides).
- Encourage audience participation.
- Manage difficult questions and audience members.

## Key Outcomes

- Increased organizational effectiveness.
- Improved efficiency and productivity.
- Measurable behavior change.

**Duration** | This course has a 3-hour VILT plus post coaching calls or an 8-hour ILT agenda.

**Target Audience** | All levels

**Class Size** | This course is designed for 5 to 10 participants.

**Available Language** | English

••• For more information about **Presentation Skills**, please visit [www.gpstrategies.com](http://www.gpstrategies.com).



[gpstrategies.com](http://gpstrategies.com)

1.888.843.4784

[info@gpstrategies.com](mailto:info@gpstrategies.com)

GP Strategies World Headquarters  
70 Corporate Center  
11000 Broken Land Parkway, Suite 300  
Columbia, MD 21044 USA

