



Persuasive Presentations

Essential public speaking and presenting skills

Clear and precise communication is at the core of any successful business. Whatever an individual's rôle in an organisation, their ability to communicate effectively with colleagues, customers and suppliers can radically improve the organisation's chances of success.

Although people are taught to read and write, few are formally taught how to speak, yet it remains our chief form of communication – this course will set you on the right track.

Who should attend?

People lacking confidence in developing and delivering presentations, and other forms of public speaking. People who don't speak for a living, but nonetheless view good presentation skills as a delivery mechanism for their specialist, valuable content.

Previous delegates have included people with highly specialised skills, who wanted to develop the ability to publicly present their expertise (e.g. scientists, engineers).

Overview

Our courses have small class sizes, as this helps us maintain high standards of training and maximise the opportunity for one-to-one coaching. The overall course structure is:

- Presentation structure
- Vocal mechanics – posture and correct breathing technique
- Two (filmed) slots per delegate, delivering a prepared presentation on stage
- Two, on stage, one-to-one coaching sessions per delegate (also filmed)

Outcomes

Delegates acquire the following skills, enabling them to communicate more effectively:

- Use appropriate posture, breathing and stage craft to control nerves
- Present themselves professionally and confidently
- Structure presentations that capture audiences' imaginations
- Create a positive impact
- Deliver a compelling call-to-action

Duration	Maximum Class Size	Course Code
One day	Six delegates	01PP

"Picked up lots of tips and techniques on how to deliver an effective presentation – gained confidence in allowing me to put together and deliver a presentation – something which I have not done before."

Joan Ford, Community Foundation for Merseyside

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