

Effective Presentations

PM06.30

Communication with others is a critical success factor in all business activities. This course teaches students how to create effective presentations to clearly communicate the right message. Participants learn how to determine realistic objectives and organize a presentation, analyze the audience, effectively use supporting materials and successfully incorporate visual aids. Techniques are demonstrated on how to reduce the fear of speaking and improve presentation delivery. Through an interactive question and answer session students learn how to handle an audience. The final classroom project allows students to present a persuasive presentation using reasoning and emotional appeals.

Prerequisites

- None

Learning Objectives

At the end of this class, participants will be able to:

- Plan a presentation
- Analyze an audience and use supporting material and visual aids
- Understand the components of a presentation and apply them to the subject matter
- Prepare for a presentation and understand the skills needed for extemporaneous speaking
- Effectively handling question and answer sessions
- Create and deliver a persuasive presentation

Who Should Attend

- Individuals seeking to improve their presentation and public speaking skills

Course Outline

- Fundamentals of presentation
- Audience analysis and supporting material
- Building presentations
- Presentation mechanics
- Presentation process
- Question-and-answer session
- Fundamentals of persuasion

The class contains numerous exercises including two individual presentations to the class.

Class Length

- Two Days (16 PDUs)