

# Persuasive Presentation Skills™



## *Making an Impact*

Study after study continues to show that speaking in public is the number one fear of most people. It is more fearful than dying, spiders, heights, and closed spaces – you name it.

However, the ability to deliver an impactful presentation is more important than ever. Companies expect their employees to be able to do this effectively. Today's presentations are not limited to talking in front of large groups of people. Most presentations are delivered in small groups where the presenter has a short amount of time to make an impactful presentation that produces results.

Signature Worldwide's **Persuasive Presentation Skills™** Workshop starts with a core concept in which the presenter must add the right mixture of logic, visual expression, and personality to retain, motivate, and influence the audience. This two-day course will focus on creating persuasive presentations from an analysis of the audience, determining the best method of delivery, and maintaining positive interest from opening to close.

Group discussion, brainstorming, and in-depth experiential learning of presentation techniques will reinforce the primary skills of the class. All participants are actively engaged in the learning process and receive meaningful feedback from Signature's experienced trainer. They will leave the session with the confidence and tools to deliver an impactful and persuasive presentation.

### **Who Should Attend?**

Anyone responsible for delivering an impactful and memorable presentation to a (small or large) group of people. The training can be delivered for specific departments or for a general audience of employees throughout your organization. The skills presented in this training apply to a wide range of employees from experienced leaders to entry-level positions.

### **Program Outcomes**

After attending this workshop you will be able to:

- Determine the right delivery method based on the audience, the environment and the message.
- Evaluate the effects of verbal and non-verbal communication techniques.
- Select the components of a successful persuasive presentation that will have the maximum impact on your audience.
- Assess and determine behaviors and techniques that will energize your audience.
- Effectively use tools to enhance your presentation such as PowerPoint and other visual aids.
- Develop a 'call to action' that applies to your own personal and professional situation.
- Increase employees' ability to persuade an audience of any size through crafting and delivering the right message.

### **Length**

2-Day workshop

### **Class Size**

6-14 participants



# Program Content

## Introduction

- Session Objectives
- My perspective

## Personal Presentation Goals

- Top Ten Global Fears and Statistics on Public Speaking
- Reasons we Present
- Benefits of a Good Presentation
- Types of Persuasive Presentations

## Pre-Work Presentations

### Module One: Plan Your Presentation

- Determining the objectives of the presentation
- Your message
- Ways to enhance your message
- Knowing your Audience
- Building Credibility
- Presentation Exercise #1: Individual and Small Group Presentation - Evaluations

### Module Two: Prepare Your Presentation

- Stages of a Presentation
- Presentation Exercise #2: Individual and Small Group Evaluation - Organization
- Storyboarding and Organizational Tools: Organizing an Idea
- Impact of Visual Aids
- Benefits and Challenges of Visual Aids
- Production of Visual Aids
- Displaying Visual Aids
- PowerPoint Tips

### Module Three: Delivering Your Presentation

- Qualities of a Good Presenter
- Non-Verbal Communication
- Voice Quality/Voice Energy
- Putting Verbal and Non-Verbal together
- Questions and Answers
- Presentation Exercise #3: Individual and Small Group Evaluation - Communication

### Module Four: Practice Your Presentation

- Benefits of Practice
- Handling Distractions
- Presentation Checklist

### Module Five: Putting it all together

- Final Presentations

## Wrap-Up

