



4D Group

PRESENTING – PERSONALLY, POWERFULLY AND PROFITABLY

Who Would Benefit

Senior delegates who want and need to enhance their presentation skills, confidence and comfort with audiences. (Some pre-programme is required, and each delegate will be expected to make 3 brief presentations covering at least 2 topics – hopefully related to the needs of their organisation - and using at least 2 different media or styles.)

Objective

The programme will be conducted sensitively and in ways which encourage delegates to feel comfortable in experimenting with different approaches. By the end of the programme, you will be able to specify how you could apply three new approaches to your presentations, to achieve substantial, measurable benefits.

Content

Presentation Practice No 1

- Swift feedback from the audience of fellow delegates about what they liked about the presentation
- Exploration of issues arising – e.g. balancing the objectives of the presentation with the needs and expectations of the audience and the time available, structuring presentations, holding people's attention and generating interest, the pace and language used, different approaches for different purposes such as informing or persuading etc

Presentation Practice No 2

- Deeper feedback from the audience of fellow delegates about what they liked and their suggestions for developing or refining the presentation
- Further exploration of issues arising – e.g. the value of using your existing strengths, encouraging questions, actively engaging the audience, using different media according to the situation, highlighting the key messages, tips for preparation of the presentation, audience, venue etc, the pros and cons of written notes, flipcharts, PowerPoint, standing v sitting with the audience, using stories etc, using techniques to develop personal confidence and respect for the audience etc

Presentation Practice No 3

- Extended feedback from the audience of fellow delegates about the presentation and how it might be made even more powerful and profitable
- Further exploration of issues arising – e.g. managing interruptions and time constraints/reductions, thinking pitch/promise/price/positioning, promoting your presence etc
- Planning your next – or next opportunity for a – personal, powerful and profitable presentation

Duration

One day intensive programme that can be extended and deepened