

Presentation Skills



Tailored to Your Needs

Consultants & trainers in sales, presentations, negotiations and influence

Presentation Skills

from panic to poised professionalism

The late Charles Kuralt once revealed that for a period of time he experienced panic attacks before he began his Sunday Morning Show on CBS. Once on camera he was fine, but for a few moments prior, he wasn't sure he could go on. Now if Mr. Kuralt, an experienced journalist and television reporter, was intimidated by having an audience, imagine how Charlie Smith the sales representative, or Susan Jones the department head, or Jack Miller, the information technology specialist feels. In fact, studies have shown that the fear of public speaking is right up there with the fear of flying, death, financial ruin and, well, add your own phobia to the list.

Though it is undesirable, displaying nervousness is not the worst thing a presenter can do. In fact, many audience members feel a wave of sympathy for the nervous speaker in front of them. Putting an audience to sleep is a far greater offense; or keeping them awake wondering what you are trying to say, as you wander aimlessly about. These are the real offenses.

Think how many careers of business leaders and politicians have been enhanced or diminished by their performance on the presentation platform!

The ability to present effectively to an audience is enormously important, whether that audience is three peers at remote teleconferencing sites, a six-person buying committee, twelve members of the Board of Directors or three hundred tired faces at an industry convention.

So how does one stay calm and make an effective presentation? The steps are easy to identify and fortunately, not enormously difficult to master.

The steps are as follows:

- Set a clear objective.
- Analyze the audience.
- Organize the content to persuade or inform.
- Support your message with good visuals.
- Employ physical delivery skills that enhance your image and credibility while adding to the impact of your message.
- Handle questions in a way that supports your message.
- Follow our *Seven P's* for controlling nervousness.

Finally, let the entire effort be guided by *Principled Persuasion*. That means a strict adherence to truth, proof, and logic, plus a constant focus on the interests and needs of the audience.

When all these elements come together, the result is a powerful, memorable presentation that informs or persuades the audience and also enhances the image of the presenter and the organization he or she represents.

Whether working in small groups or in one-on-one executive sessions, we tailor our presentation skills training to each participant at their current level of competence. Then, through extensive practice, video-recording, and critiquing, we hone the skills that produce truly powerful presentations.



Presentation Skills

presentation skills seminars

Our presentation skills training is most often delivered with the formats and content shown here. Participants bring their own presentation subject matter to these seminars; we help them to organize it and deliver it with maximum impact. We tailor the skill building exercises to the needs of each individual. When needed, we can create a totally new seminar as explained below under *Specialized Presentation Skills*.

PROFESSIONAL PRESENTATION SKILLS

Target Audience

- People presenting to one or 100 (or anywhere in between)

Overview

- Focuses on two major issues: how to organize a presentation and how to deliver it
- Each participant is video-recorded and critiqued six different times
- Typical format: two days, up to ten participants

Participants will learn to...

- Analyze an audience in advance and adapt content and style to the needs and interests of the audience
- Organize both persuasive and informative presentations
- Design powerful visuals
- Use effective delivery skills, including eye contact, movement and stance, gestures and animation, and the elimination of non-words

SPECIALIZED PRESENTATION SKILLS

Target Audience

- People who present in special situations or venues or senior managers needing one-on-one attention or coaching

Overview

- Totally customized to the client's situation

Specialized needs of senior managers:

- Classroom instruction or distance learning
- Designing/conducting plant (or other) tours for clients and prospects
- Out-going or in-coming telephone communication
- Team presentations
- Use of the lectern or TelePrompTer™
- Press conferences, legislative testimony, media interviews
- Finals sales presentations
- Speaker preparation for conferences or keynote speeches
- Panel discussion participation
- Content / visual design and coaching
- Creation / delivery of an "elevator speech"
- Meeting management or group facilitation
- Typical format: one or two days, up to ten participants, heavy use of practice, video-recording and critiquing

For senior managers, several one-on-one sessions of two hours are often required. Modules can be spread over time rather than in a one or two-day format

Presentation Skills

PRESENTING WITH POWERPOINT®

Target Audience

- Anyone who uses technology to facilitate a meeting, present or sell in person or via teleconferences, video conferences or in online sessions

Overview

- Lectures and exercises focus on two aspects of PowerPoint presentations: how to create powerful visuals and how to manage/leverage the technology
- Each participant is video-recorded and coached on organization of content, design of visuals, delivery skills and use of the technology
- Typical format: one or two days, up to ten participants

Participants will learn to...

- Design PowerPoint visuals to maximize impact and increase audience recall of a presentation
- Choose design and format elements to convey an “image,” while the content of the visual conveys the information
- Use pictures, graphs and charts instead of words when possible
- Add animation (where possible) to your visuals to increase impact
- Use PowerPoint’s (or other programs’) amazing powers with restraint so the visuals don’t distract or steal the show
- Prepare for (and prevent) the various ways computers and high-tech equipment can fail (and learn to have a low-tech backup system ready)
- Deliver content while juggling the technology in confident manner

PRESENTATION SKILLS FOR TECHNICAL PROFESSIONALS

Target Audience

- Information technology specialists and managers; research and development managers; scientists and technicians; SME (subject matter experts)

Overview

- A customized version of our *Professional Presentation Skills* seminar with many of the same learning outcomes
- Special emphasis on understanding the needs and interests of different audiences with varying levels of technical expertise
- For generalist audiences, participants learn to focus on the “big picture” rather than on the science and technical details
- Participants learn to convert jargon and technical language into everyday English
- Special attention on creating and using visuals that clarify rather than confuse
- Technical professionals learn to use energy, animation and drama in delivering presentations
- Customized versions of our audience analysis worksheet and presentation planner help technical presenters transfer their new skills to the job

Transferring new skills to the job

- Job aids help participants use their new skills and insights on the job
- Managers and coaches sessions, for their own skill development as well as their team
- Reinforcement seminars for feedback and additional skill building
- Pre-event coaching, dress rehearsal and critiquing

Presentation Skills

Direct quotes from the participants in our presentation skills seminars:

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| <ul style="list-style-type: none">• This was probably the most intensive, but valuable training I've ever had.• Repeated practice and immediate feedback are tremendously beneficial.• The videotaped presentations were great – a good way to get over fears and discover areas for improvement.• The instructor understood the kind of presentations we do and altered the course content accordingly.• I think it was the most valuable two days I've spent away from my desk.• I really learned a great deal and now know how to prepare a presentation and what to concentrate on when presenting it.• Individual critiquing by the instructor and then watching the tape was most important for me. I finally <u>saw</u> what I can do to improve.• I liked the instructor's ability to get me to perform at a higher level.• All the immediate feedback is an extremely effective method of training.• The instructor was excellent. Highly skilled and ran a real quality seminar.• Being taped seems awful, but it's not. It's the only way to see what you're doing.• If you or your firm offers any other training at my company, let me know. I'll be the first on the list. | <ul style="list-style-type: none">• Instructor had lots of energy – engaging, very knowledgeable, honest but fair in his feedback.• One of the best examples of someone who performs the subject he is teaching...an inspiration.• The instructor had exceptional presentation skills. She walked the talk.• Great enthusiasm...the instructor made something really nerve-wracking feel much more comfortable.• Great! Really encouraged us to stretch our limits – go out of comfort level – and kept us laughing, too.• Excellent instructor, always supportive of class members, never demeaning. Look forward to future courses handled by this instructor.• Instructor did an excellent job; it's obvious he's and expert on the subject.• The instructor seemed genuinely concerned about you becoming a better presenter.• Gave constructive criticism in a non-intrusive manner.• Wonderful speaker! Enthusiasm combined with talent and organization all bundled up. Really knows how to make an audience comfortable.• Simply excellent. I could have listened all day. The instructor exhibited all the tips she taught. |
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A S S O C I A T E S

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