

Presenting with Impact

two-day
fast paced
course



- ▷ Acquire a toolkit of methods for getting the audiences attention
- ▷ Learn how to be self confident and charismatic when presenting
- ▷ Design high impact presentations (including strategies for building effective visual aids)

Learning to make presentations with passion and power



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Presenting with Impact



Overview Making presentations to customers, colleagues, and employees is an increasingly important aspect of many people's work. Indeed in many organisations skill and elegance in presenting is a required competency for promotion to senior positions. This course is about It is also about having a real sense of confidence in yourself as a presenter and in the content of your message. It is about presenting with impact.

Learning objectives By attending this highly interactive two-day course you will:

- ▷ **Gain an insight into the 'golden rules' and guiding principles of dynamic presentations**
- ▷ **Master powerful techniques for developing your self-confidence when standing in front of an audience**
- ▷ **Discover a simple, yet elegant, nine-step planning process that will enable you to have a systematic approach for creating excellent presentations**
- ▷ **Learn how to open and close a talk so that you make a good impression**
- ▷ **Develop a strong, flexible speaking voice that exudes confidence and energy**

Who should attend?

This is a training programme for managers, sales people, and others who have to make presentations as part of their job. The structure of the course makes it suitable both for people new to presenting and for experienced speakers.



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Pre-work

The emphasis of the course is on delivering material in front of an audience. In order to maximise the time available to do this participants need to prepare a draft presentation with visual aids in advance of the course. The presentation, lasting around five minutes, can be on any subject (a hobby perhaps?) and will be delivered on day one. To help guide them in their preparation participants will be sent a BMC planning guide in advance of the course to help structure their talk. Participants should also allow time on the evening of day one of the course to write a second talk, of around ten minutes duration, on a work-related topic. This presentation will be used on day two.

The inner game of presenting

The phrase the **'inner game'** is a term borrowed from sports psychology. It is a reference to the fact that what is going on inside a person's head (their state of mind) is crucial to good performance. Here we consider the role perception and beliefs of expert presenters. We review the mindset that is associated with elegant and charismatic presentations.

- ▷ Examining your current beliefs
- ▷ Reviewing expert beliefs
- ▷ Making changes that you feel are appropriate for you

▶ **Exercise:** *applying the 'Future Pacing' technique*



Masterful planning method

Outstanding presenters plan and rehearse their talks thoroughly but quickly. **The BMC masterful planning process™** is a mnemonic in which each letter in the word 'masterful' covers an aspect of effective preparation. Learning the method allows the design of the presentation to be fast and effective.

Stage	Description
1 M y outcome	Specify what result you want to achieve
2 A udience needs	Identify the decision makers and what their needs are
3 S ynopsis	Capture the whole talk in a short 'sound bite'. This is used both to open and close the presentation
4 T ime and timings	The expected length of the talk, the start time and the venue
5 E nvisage the content	Define the content of the talk, break it into manageable chunks, and create the logical sequence in which the topics will be covered.
6 R evise visual aids	Decide what visual aids will be used to support the talk. Remember the primary visual aid is you!
7 F uture pace	Rehearse the talk
8 U ncover objections	Think about any issues that the audience might raise
9 L ist equipment requirements	Ensure that any equipment that will be needed is ordered

Voice development exercises

Excellent presenters speak naturally and with pride. Here we consider the postural, breathing, and voice projection aspects of speaking well to groups. The exercises are of the type that are taught to actors and singers.

- ▷ Correct posture & relaxation
- ▷ Diaphragmatic breathing
- ▷ Projection
- ▷ Resonance

▶ **Pairs exercise: breathing exercises**



Building presenter confidence

Confidence in presenting has four sources. Firstly it stems from having expert beliefs, secondly from knowing your material, thirdly positive experience (i.e. having done it successfully in the past) and fourthly from conditioning yourself to feel good about presenting. Using a technique known as 'resource anchoring' we can develop this conditioning aspect of building confidence.

- ▷ The conditioning process
- ▷ Building positive emotions
- ▷ Using 'triggers'

▶ **Pairs exercise: resource anchoring to build confidence**



Delivering with impact

There will be a review of the BMC Assessment Checklist, which highlights the key points that the speakers need to implement when giving their talks.

- ▷ Introduction & ending
- ▷ Pausing, pace and pitch
- ▷ Logical flow – the importance of the signpost slide
- ▷ The power of metaphors
- ▷ Sensory based language
- ▷ Body language & gestures
- ▷ Positional anchors
- ▷ Visual aids and lines of sight

▶ **Group exercise: discussion of key points**



5 minute presentations

Speakers take turns to deliver their five-minute presentations in front of the group and are given feedback by reviewing the video tape of their presentation and as a result of getting feedback against the BMC assessment checklist.



Controlling a training session or seminar

Methods for dealing with hostile, difficult or awkward questions.

- ▷ The 3 step technique
- ▷ Car parking
- ▷ Responding with a question
- ▷ Inviting audience participation

▶ **Open forum question and answer session**



10 minute presentations

Speakers take turns to deliver their ten-minute presentations in front of the group and are given feedback by reviewing the video tape of their presentation and as a result of getting feedback against the BMC assessment checklist.

Feedback

Numbers are limited twelve per course to maximise participation in the programme. Presentations are videoed so that attendees can see for themselves how they come across to the audience and so they can see how they grow in confidence and competence as the course progresses. In addition each presenter is given a detailed assessment of their talk, which is prepared by their peers. Completing the BMC assessment checklists is not only valuable to the presenter it also helps those completing them to gain an in-depth understanding of the building blocks that make up an excellent presentation.

Contact

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