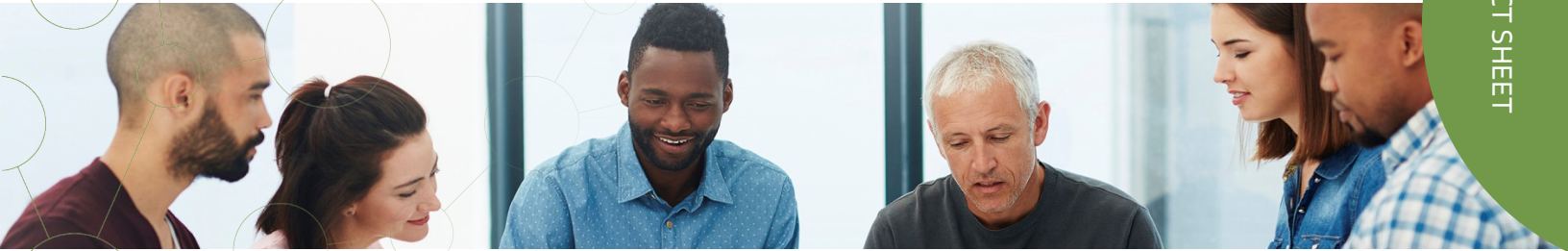


Mastering Successful Presentations: Skills for Influencing Outcomes



In today's complex business environment, the ability to deliver a persuasive presentation to internal or external audiences has become a fundamental requirement. Presenters need to craft the right message for their audience, stay alert to reactions, effectively address questions, and persuasively make their point. Are your key contributors able to present with confidence and poise? Do they know how to successfully engage their audiences at that critical moment of influence?

Mastering Successful Presentations is a hands-on, results-oriented workshop that will have an immediate impact on participants' ability to effectively influence and persuade any audience. This opportunity to further develop and refine presentation skills centers on five sections: Preparation, Developing Content, Improving Delivery Skills, Incorporating Visual Aids, and Managing Q&A.

Course Flow



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This hands-on workshop engages participants in learning the key fundamentals necessary for an effective, persuasive presentation, while at the same time building a presentation that reflects their own style and addresses the needs of their audience.

Program Outcomes

Mastering Successful Presentations helps participants develop and deliver clear, concise, compelling presentations that will have an immediate impact on their ability to effectively influence any audience. Participants are better prepared for important presentations and more routine communication.

Learning Approach

Mastering Successful Presentations is a powerful, practice-rich program that has participants prepare for and deliver a video-recorded presentation to apply and demonstrate the core teachings. The program adapts to

the style of each participant to optimize natural talents and eliminate unconscious distracting behaviors.

Wilson Learning believes that learning must be transferred to day-to-day work practices. To achieve this, *Mastering Successful Presentations* focuses heavily on application, feedback, and practice in order to provide real skill development. This two-day program includes activities that enhance participant readiness, learning transfer, and organizational alignment.

Participant Readiness prepares participants for the overall learning experience:

- Pre-work includes reflecting on their presentation strengths and improvement opportunities, and identifying a presentation to work on during the workshop.

Learning Transfer design embeds practice and use of new skills:

- Includes skill practice delivering effective presentations, handling difficult questions, managing "self-talk" that can interfere with presentations, and using visual aids.
- Provides a tool to help plan and deliver presentations.

The learning can be flexibly delivered as a:

- Two-day, face-to-face, application-oriented workshop.
- Modular workshop and can be configured to meet your specific needs.

Mastering Successful Presentations has six integrated modules, as shown on the following page.

Modules: Key Learnings Are . . .

Presenters Will Be Able To . . .

Program Overview

How to understand the importance of and the flow of a persuasive presentation

Understand the core concepts of the program and persuasive presentations

Preparation

How to prepare oneself and analyze audience needs

Be thoroughly and systematically prepared for key presentations

Developing Content

How to use convincing elements to deliver a clear message; how to connect key points with audience interest and make transitions

Deliver key messages effectively and retain audience attention

Improving Delivery Skills

How to use one’s voice, movement, and eye contact to enhance a presentation and project confidence

Be self-aware, rather than self-conscious, during presentations

Incorporating Visual Aids

How to improve the use of visual materials to enhance retention of information and engage the audience

Use visual materials effectively to support, clarify, and emphasize points

Managing Q&A

How to anticipate likely questions and manage one’s reaction to objections and challenges

Have greater comfort speaking off the cuff to address audience concerns

Appendix

How to apply the persuasive presentation skills learned

Deliver a final presentation

Continued

The face-to-face workshop is taught by a Wilson Learning facilitator.

Organizational Alignment ensures the organization supports the use of the new skills:

- Post-learning reinforcement activities are available for the participant.

As a result of this integrated approach, participants will continue to apply the skills and tools learned long after the learning event is completed.

Enabling Improved Performance

Mastering Successful Presentations includes various performance application, reinforcement, and support tools, such as planning tools, checklists, and feedback on recorded practice presentations. These tools ensure that participants can hone newly acquired skills and behaviors upon returning to work. Involving managers and/or peer support groups early on, and training them to coach for

improved performance, is also important for successful program implementation.

Evaluation

Organizations that implement *Mastering Successful Presentations* have access to measurement tools to assess and guide participants’ progress. Performance evaluation forms are provided and can be used in preparation for major presentations and again as a debrief tool to measure progress.

Wilson Learning will partner with your organization to measure the initial behavioral changes and business results. We will work with you to set up evaluation systems that help improve outcomes and sustain the momentum of your implementation.

This offering, like all others from Wilson Learning, can be customized to reflect your environment and business priorities and can be integrated with your processes.