

"I have not been on a course which met its objectives better or more fully."

"An excellent illustration of what can be achieved within tight limits on time."

"Probably the most significant use of any 24 hour period in my career to date."

PRESENTATION AND PUBLIC SPEAKING

Specimen Training Programmes

"A unique and refreshingly practical approach."

"Provided more absorbable information than any other course of its type I have been on."

"It broke the fear of public speaking."

"The best communications course I have ever been on."

The following courses, with the exception of the half-day programme, all begin with a period of preliminary diagnosis and instruction. The emphasis then becomes increasingly practical, with workshops designed to give participants opportunities to put the principles learnt into practice, and to receive feedback on their progress.

The specimen programmes are representative of ones which have already been successfully tried and tested, both as open courses and on an 'in-house' basis for particular clients. However, they can be adapted in various ways to meet particular interests and priorities. Some clients therefore prefer us to undertake a preliminary training needs analysis in order to identify what kinds of programme would be suitable for different groups within an organisation.

PRESENTATION AND COMMUNICATION SKILLS

Specimen Two-Day Programme

Objectives

Just as 'the customer is always right' has become an established principle in achieving success in business, the basic principle underlying all our courses is that 'the audience is always right.' Understanding what makes for an effective or ineffective presentation therefore depends on knowing about what audiences like and dislike, which is why our programmes are based on original research into audience reactions to speeches and presentations.

The main objectives are:

- a. To provide participants with a better practical understanding of what makes an effective speech or presentation, and why so many presentations fail.
- b. To equip participants with research-based techniques to improve the preparation, structure and delivery of their own presentations.
- c. To enable participants to learn about their individual strengths and weaknesses by having their own performances videotaped and analysed.

Topics Covered

- a. How spoken and written communication differ.
- b. How to win and hold the attention of audiences.
- c. How to use rhetorical techniques to increase impact.
- d. How to communicate technical material more effectively.
- e. How to plan, structure and rehearse a presentation.
- f. How to use notes and or scripts.
- g. How to make more effective use of visual aids.
- h. How to reduce tension and make better use of the voice.
- i. How to identify individual strengths and weaknesses.

Joining Instructions:

Participants should come prepared to give a 5 minute version of the kind of presentation they typically do as part of their work, using visual aids as required. This might be a scaled down version of one they have given recently or are about to give in the near future. In addition, participants should come with a second work-related subject in mind, and be prepared to prepare a second presentation during the course. They may alternatively decide to rework their first presentation.

Day One

- 0900-0915 Introduction and Individual Learning Objectives
- 0915-1000 Understanding Effective Communication
- 1000-1045 Workshop 1: Video-taping of First Presentations*[^]
- 1100-1200 Packaging Messages to Maximise Impact: Basic Techniques
- 1200-1215 Speech Writing Exercise
- 1215-1300 Uses and Abuses of Visual Aids
- 1400-1530 Workshop 2: Discussion and Analysis of Taped Presentations*
- 1545-1630 Relaxation and Voice Control
- 1630-1700 Structure and Preparation
- 1700-1830 Individual Preparation for Workshop 3
- 2030-2100 Workshop 3: Video-taping of Second Presentations*
- 2100-2115 Review of Day One and Briefing for Day Two

Day Two

- 0900-1115 Preparation for Third Presentation
Individual Review/Coaching Sessions
- 1130-1300 Workshop 4: Video-taping and Discussion of Third Presentations*
- 1400-1445 Review and Discussion of Themes raised by Delegates
- 1445-1630 Group Preparation for Workshop 5*
- 1645-1715 Workshop 5: Group Presentations
- 1715-1730 Concluding Review

(In courses with two tutors, these sessions are run concurrently in groups. All timings are approximate and may be varied to take into account the particular interests of delegates).*

Specimen One-day Programme

(For objectives, contents and joining instructions, see two day programme. The main difference is that there is less time for practical work during a one-day session).

Option 1

0900 Introduction: Understanding Effective Communication

1000 Workshop 1: Videotaping of Individual Presentations

1045 COFFEE

1100 Packaging Messages to Maximise Impact: Basic Techniques

1200 Speech Writing Exercise

1215 Uses and Abuses of Visual Aids

1300 LUNCH

1400 Workshop 2: Video Playback and Analysis of Presentations

1530 TEA

1545 Structure and Planning

1615 Individual Preparation for Second Presentations

1715 Workshop 3: Second Presentations, Analysis and Discussion

1745 Concluding Review

Option 2

The morning follows the outline detailed in the specimen Half-day programme (see below), with the afternoon being devoted to practical sessions designed in consultation with the client.

Follow-up Sessions

It is often useful to follow up a one day programme with individual coaching sessions two or three weeks later. One advantage of this is that it gives people time to work up a longer presentation than it is possible to prepare even during a two-day course. Individual coaching sessions also allow for more personal attention, and are especially useful when the presentation is one which is actually about to be given in the near future.

Specimen Half-day Programme

This programme is modelled on sessions, which have been run over the past several years for executive and MBA programmes at business schools and for private clients. It is taught by lecture-discussions, which involve the audience in participation, a practical exercise, and opportunities for questions and discussion.

The programme can be delivered to groups of widely differering sizes, ranging from less than ten to well over a hundred. It can also provide the starting point for a series of follow-up coaching sessions for small groups or individuals.

0900-1015: INTRODUCTION TO EFFECTIVE PRESENTATION

This session focuses on key differences between public speaking and two other more familiar forms of communication, namely conversation and the language of the written word. Understanding these differences is at the heart of understanding why so many presentations and speeches are so boring and uninspiring. The need to simplify both language and content is stressed, and a number of important points about delivery are brought out by involving delegates in the analysis of a short videotape of a speaker in action. The session also includes a discussion of how styles of presentation have to be modified for different sizes of audience.

1015-1115: PACKAGING MESSAGES TO MAXIMISE IMPACT

Summary of research into effective political communication and how it can be applied in other kinds of speeches and presentations. Video-taped excerpts from speeches are used to illustrate the most powerful rhetorical techniques, as well as a range of related points about effective delivery, timing, intonation and body language. Examples from business presentations are also included to show how the same techniques can be used to get key messages across in business presentations, whatever the subject matter or type of audience.

1115-1130: COFFEE

1130-1300: VISUAL AIDS, STRUCTURE AND PREPARATION

A discussion of the advantages and disadvantages of different kinds of visual aids, including a demonstration of how to make the most of *MS Power Point*, based on research into which kinds of slides audiences like and dislike.

This is followed by a description of a quick method of structuring and preparing presentations, including rehearsal and some simple techniques for reducing tension.

(All timings are approximate and can be varied in line with a client's particular needs and interests).