



## PRESENTATION SKILLS

This fully interactive training workshop will teach you a structured approach to the preparation and delivery of all types of business presentations. It will show you how to start strongly, finish memorably and stay in control whilst interacting positively with your audience. Complemented by an elearning module on **Combining Presentation Skills with MS PowerPoint**.

**SAQA Unit Standard 119462 - NQF Level 5, 5 Credits**

### PARTICIPANTS WILL LEARN HOW TO:

- Identify the key points that will communicate your message most effectively.
- Profile your audience in advance, allowing you to fine tune your delivery.
- Adopt a positive attitude and to control your nerves and present with confidence.
- Use high-impact visual aids to clarify and reinforce your key points.
- Handle awkward questions and deal effectively with a hostile audience.

### TOPICS COVERED INCLUDE:



Essentials Of Communication • Understanding Your Aim • Profiling Your Audience • Conducting The Research • Identifying The Key Points • Focusing On Your Message • Planning The Structure • Planning The Content • Designing Cue Cards • Preparing A/V Aids • Rehearsal & Voice Training • Personal Preparation • Preparing The Venue • Effective Seating Layouts • Controlling Nerves • Getting Started • Responding To Stress • Using Cue Cards • Managing A/V Aids • Using Tele-Prompters • Aural Punctuation • Managing Audience Participation • Body Language Communication

- Styles Of Interaction • Dealing With Hostility • Staying In Control • The Question & Answer Session

## 1. INTRODUCTION

**Essentials of Communication** - This section explains that communication is a complex two-way process, involving the encoding, translation and decoding of messages, and why you should translate your message in a way that is specifically designed for your audience.

**Your Aim & Audience** - Highlights the importance of being absolutely clear about the aim of your presentation, identifying the personality types in your audience and fine-tuning your presentation accordingly.

**Researching the Material** - Careful research is the basis of a successful presentation, this section shows how books, media articles and new technology can all be valuable research aids and the importance of verifying the accuracy of Internet based information.

## 2. PREPARING YOUR MATERIAL

**Identifying Key Points** - Describes a presentation in terms of a journey designed to take an audience to a pre-planned destination, and how to divide this journey into stages and identify and prioritise the key points that will deliver the audience to each stage.

**Focusing on the Message** - This section describes how to identify an overall message and the sub-messages needed to convey it, and the importance of basing your presentation on the message and not on the information and facts that support it.

**Planning the Structure** - This section compares and contrasts the advantages and disadvantages of the three presentation styles most commonly adopted, and forwards useful guidelines for planning the structure of your presentation.

**Planning the Content** - Explains how cue cards are used to hold the level of information you need to present in a natural and spontaneous way, and how to prepare your cue cards so that they can be used effectively and without distraction.

**Preparing Audio-Visual Aids** - Compares the benefits of all commonly used visual-aids, illustrates how they can be used to add impact and clarity to your presentation, and explains why a presentation should consist of a speaker backed by visual aids and not vice-versa.

### 3. PREPARING YOURSELF

**Controlling Presentation Nerves** – Explains the common physiological and psychological responses to the stress of speaking in public, and some proven techniques that will help you to relax whilst harnessing your nerves to generate a positive frame of mind.

**Rehearsal & Voice Training** - The importance of carrying out at least one full rehearsal of your presentation; pace, pause, volume and clarity when speaking in public, and how to recognize and control aural punctuation, hesitation and verification.

**Personal Preparation** - Illustrates the need to dress appropriately to ensure that the audience are not distracted and can focus on your message, and forwards some pre-presentation exercises that should ensure that you are well prepared physically.

### 4. DELIVERING YOUR MESSAGE

**Preparing the Venue** - Describes the importance of arriving early to familiarize yourself with the venue and checking any audio-visual equipment that you will be using, changing the seating layout to suit your style of your presentation, and creating a friendly atmosphere as your audience arrive.

**Getting Started** - Explains how to start well and inform your audience of the presentations overall structure and style of interaction you would prefer, and the need to then focus on delivering your message without introspection.

**Using Audio-Visual Aids** - This section describes how to optimise the practical and timely use of audio-visual aids when delivering your presentation, covering the full range of equipment from flipcharts to TelePrompTers.

**Body Language Communication** - Why you need to be aware of your body language from the moment you stand up until your presentation is complete, and how to send appropriate signals to accompany your presentation.

**Staying in Control** - This section describes the importance of dealing effectively with any members of the audience who may be hostile, handling a question and answer session in a constructive manner and closing in a memorable way.

**CERTIFICATION:** Participants will be awarded a Certificate of Attendance on completion of the workshop. If required, assessments will be conducted thereafter towards a Certificate of Competence issued to successful participants in line with the relevant NQF Levels and Unit Standards as approved by the South African Qualifications Authority (SAQA).

**Contact The Business School of South Africa for a customized proposal to suit your needs!**



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