

Presentations and Communication Skills

職場演講與溝通技巧

MEDIUM : English / Cantonese COURSE CODE : PCS

Making presentations is a critical skill for most employees in today's society. The difference between a well presented and a mediocre speech often means winning or losing a sale or some much needed support. Yet making public presentations is not a natural ability for most people. Many suffer from stage fright, do not know how to organize a speech, and have difficulty presenting it effectively. The purpose of this course is to provide participants with the tools and techniques to organize and deliver an effective speech. The course emphasizes on practical details rather than theoretical concepts, and provides opportunity for participants to practise.

Audience Senior and middle managers, marketing executives, sales executives, technical staff, project managers, and public relations personnel.

Methodology *Assessments, discussions, demonstrations, role-plays, mini-lecture, practices and reviews.*

What participants will learn

At the completion of the course, participants will be able to:

1. Identify the essential elements of professional presentation and communication
2. Organize information and materials in a clear and concise manner
3. Deploy techniques for varying the vocal tones and body language
4. Draw attention from the audience in the presentation
5. Develop strategies in handling questions raised by the audience
6. Apply these skills on daily work situations

Course Outline

1. Fundamental Strategy in Communication and Presentation

Making presentations is just a special form of communication and both need to be well structured. This module presents some fundamental strategies for making effective presentations. Through *demonstrations and discussions*, participants will learn:

- Key elements in communication and presentation
- Turn your stage fright into a powerful ally
- Communication is much more than just words
- Communication strategies
- Structure of an effective presentation

2. Preparing for a winning speech

Preparation is just about the most important part for making a good presentation. This module focuses on what one should do to prepare before facing the audience. Through *demonstrations, discussions and practices*, participants will learn:

- What you need to know before preparing for the speech
- Analyzing your audience
- Organizing your speech
- Opening and concluding your presentation
- Getting audience' attention
- The power of story-telling
- Timing your speech
- Producing visuals
- Memory clues
- Practicing

3. Delivering great presentations

Presentations will only be as good as you deliver them. This module focuses on how to manage yourself to make presentations work for you. Through *demonstrations, discussions and practices*, participants will learn:

- Managing your mind
- Imaging techniques
- Establish your presence
- Let passion work for you
- Vocal qualities
- Proper use of visuals
- Touching the heart of your audience
- Presentation practices and reviews

4. Handling questions

Many presenters find it difficult to handle questions, especially when they are unpredicted. This module focuses on how to respond to questions. Here they learn:

- How to think on the feet
- Following a structure in your response
- Tips on handling questions and answers