

Persuasive Presentation Skills Workshop 說服式演講技巧工作坊

MEDIUM : Cantonese / English COURSE CODE : PPSW

This programme will introduce and build the participants' techniques of making a successful presentation. They will discover the four (4) P's of Persuasive Presentations to be clear, concise and credible via a systematic process

1. **Plan** – use our exclusive Diamond Planning strategy to customize content.
2. **Prepare** – apply the efficient preparation worksheet to build the introduction, body and conclusion for the presentation
3. **Practise** – understand “perfect” practise makes perfect.
4. **Present** – deliver with presentation techniques which are lively, entertaining and multi-sensory.

After attending this programme, participants will be able to:

1. Organize information in a logical format which is audience focused.
2. Prepare a clear introduction and a winning conclusion that capture and connect with the audience.
3. Present information in an interesting and engaging way.
4. Keep to time.
5. Control body language to look confident, approachable and passionate.
6. Know how to use the voice to entertain and project energy.
7. Practise audience adaptation by adjusting speaking style.
8. Prepare relevant visuals that are easy to see and understand.
9. Deal with questions that are difficult to handle.
10. Call for action and get results
11. Apply principles promoted in this programme to your work environment “consciously”

Methodology

Role-plays and reviews, discussion and reflection, checklists, lecture and questionnaire

Who should attend

Anyone who does presentations and produces presentation slides and handouts for any purpose, such as internal communication within an organization, business presentations and training.

Course Outline

1. Creating the Context

Participants will be introduced to:

- Conscious Awareness and presentations
- Presentation Benchmark – *role-play* from participants
Presentation, discussion, individual presentation from each participant

2. Presentation Styles Inventory for Audience Adaptation

Using a *communication profile*, participants will discover:

- Their natural speaking and listening styles
- Identify the different kinds of audiences
- How to adjust their speaking style to get the message across successfully
Questionnaire, presentation, discussion and reflection

3. Controlling Nervousness

Participants will discover how to:

- Control nerves and stage fright through breathing and pacing
- Use the 4P's
Discussion, practical exercises, reflection

4. Developing Content

Learn a simple format, to plan, prepare and customize content to meet the objectives of both the audience and the presenter:

- Focus on positioning the key message to relevant parties
- Plan and prepare information to be relevant to the needs of the audience
- Sell the message with FAB statements (Features, Advantages and Benefits)
Presentation, discussion, individual practise of the methodology and review

5. Persuasive Delivery

The focus will be on building and projecting self-confidence by acquiring the techniques of how to look and sound persuasive while presenting. Topics will focus on:

- Visual components of body language, posture, gestures and facial expressions
- Appropriate dressing for presentations
- Vocal Components of voice that include tone, volume, pitch, speed, emphasis and enunciation
- DVD Role-play Review of morning's presentation for content and delivery
Presentation, discussion, exercises, Persuasive Presentation checklist

6. Video Role-Play Review

The participants will receive *feedback on the role-play* from session 1. They will understand the application of concepts.

7. Persuasive Delivery

The participants will realize how to engage the audience with language design:

- Picture-painting examples
- Repetitions
- Rhetorical questions
Presentation, discussion, exercises, Persuasive Presentation checklist

8. Reinforcement Role-Play

The participants will apply the newly-learnt skills for enhancing their presentation:

- Plan with the Diamond Plan Repetitions
- Prepare the presentation style
- Practise the skills in a new round of role-play
- Receive feedback for continued development