Persuasive Presentations

Guidelines to Designing and Delivering Engaging Presentations

- Create compelling content that keeps your audience wanting more
- Structure your presentation to achieve maximum impact
- Deliver your presentation in a way that will engage your audience and persuade them to take action
- Apply these advanced communication skills in a variety of other contexts such as meetings and other business and social interactions

A well-crafted presentation delivered professionally can help you get access to key decision makers, influence thinking, differentiate yourself from your competitors and close more sales.

This workshop will provide you with the confidence and tools you need to engage your audience, sell your ideas, and inspire people to act

By the end of the this workshop, you will be able to:

- Communicate messages with confidence
- Create presentations that inform, enlighten, and entertain
- Use techniques and tools to engage any audience
- Address challenging situations with skill and professionalism
- Deliver effective presentations.
- Create an action plan to continue developing your presentation skills

Structure of the Workshop

The workshop is designed to be as hands-on as possible. By the end of the two days, you will have designed your presentation and delivered it twice, both times with constructive feedback from the facilitator.

> "Very informative and practical course. I enjoyed the participating and feedback given."
> *Account Manager: First Technology*

Workshop Overview

What makes a great presentation?

- Planned and practiced / Structured
- Simple and concrete
- Credible
- Makes a connection
- Compelling visuals
- Has a strong call to action

Planning your presentation

- Define your audience
- Document the outcomes you want to achieve
- Design your core message
- Decide on a power phrase
- Settle on the right structure e.g. Problem / Solution

Grab attention with your introduction

- How to build attention grabbing openings
- What to avoid when opening
- Create curiosity
- Give them a reason to listen to you
- How to build credibility
- Provide a roadmap of what you will cover

Build a compelling and persuasive body

- Use anchors to help the audience remember your key points
- Avoid being predictable and boring – how to add some real buzz
- Create a wow moment
- Make it concrete and easy to relate to
- Use storytelling and mental movies
- Appeal to the emotions
- Include powerful visuals

How to close the presentation

- Warn them you are closing
- Summarise the main points
- Provide hope for a better future
- Create a link to the bigger picture
- Have a strong call to action
- Sell the benefits of implementing the call to action

Using Microsoft PowerPoint to create powerful presentations

- Simplify the display of information
- Visuals should convey meaning
- Create slides people can "Get" in three seconds
- Choose the right type of slide (Bullets aren't the only tool.)
- Plan before you create
- Make your slides stand out
- Make your visuals easier to process
- Emphasise what's important, remove the rest
- Turn words into diagrams and use shapes to show relationships
- Use the right number of slides
- Know when to animate

How to deliver a powerful presentation

- Pause before you start / Smile
- The importance of eye contact
- Engage your audience – be enthusiastic
- The art of deep breathing
- Techniques for speaking clearly and articulately
- Gesture naturally
- Use posture, facial expressions and movement wisely
- The importance of intonation
- A bigger group means a bigger you

Improve the quality of your presentation

- Look out for filler words
- Can the audience hear every word?
- Is my tone engaging? Am I passionate and enthusiastic
- Reduce nervous ticks
- Avoid talking to the screen – know your content
- Identify any distracting habits
- Appropriate body language

Dealing with nerves

- Slow down and breathe
- Visualise success
- Exercises to calm your nerves