EVOLUTION U
Business Psychology for a Better You™

Presenting Like a Pro (Code: PLP)

Evolution-U Language & Communication Business Suite

Full Day - Advanced

*The Evolution-U Language & Communication Business Suite is a focused offer of engaging soft skills trainings, providing **usable tools for better & measurable performance** praised by our clients*

Course Outline

This intensive one day training draws on leading research in the areas of linguistics, psychology and public speaking to bring together powerful content to teach the key skills required to present like a pro.

At some point in their career, most executives find themselves in a position of seniority requiring them to stand in front of clients or management and deliver presentations at a level commensurate with their title. Unfortunately it's not that straight forward; without training in public speaking, a well structured presentation and an appropriate amount of confidence, even the most senior executive can struggle to do themselves justice. Fortunately, this can be fixed quickly by understanding and practicing the theory and techniques taught in this training.

Learning Objectives

By taking this course, participants will;

- Learn a framework for building and presenting effective and engaging presentations that keep the audience hooked and wanting to hear more.
- Understand the psychology behind presenting; why so many people struggle to stand in front of an audience and how to take back the initiative.
- Develop awareness of 4 components that assist in being in control during a presentation and constitute a well delivered presentation.
- Identify their own weak spots and address them in class with the instructor and other students.
- Be able to develop story lines to make even the most mundane of subjects interesting and engage the audience.
- Be required to present multiple times during class, being recorded by both video and voice analytics software and receive structured feedback on their progress.

This is a full day training and is limited to a maximum of 4 attendees due to the requirement for individual presentations, video review and custom feedback.

Course Content

Well Structured Presentations:
Instructor led session introducing well researched and utilised presentation structure designed to give participants the basic tools for developing effective presentations.

Exercise # 1 - The First Reading:
Students are given a passage to read in front of the class which forms the basis for initial analysis of technique leading into the introduction of tools and skill sets for improving our public speaking ability. Both spoken performance and body language are analysed with the use of video playback.

The Psychology of Presenting:
Many senior executives, despite their subject matter expertise, freeze when speaking in front of audiences, their peers or management. In this section, the underlying psychology that prevents us from being at our best in public speaking and presentation situations are analysed and tools introduced to help the executive overcome such limitations.

The 4 Secrets to being in Control:
By understanding some simple principles it is possible to take back the feeling of control when giving presentations and speaking in public. In this section, we analyse four of these principles; rate of words, cadence, the use of silence and the power of simplicity.

Case Study - Two Different Speeches:
A comparative analysis of two speeches using speech analytic software and class discussion to highlight the key learnings to date in the training and introduce new content on making speeches engaging.

The Power of Pausing:
An analysis of the 4 dimensions that skilled use of pausing can deliver to a presentation or speech.

Exercise # 2 - The Second Reading:
Attendees present a prepared speech (max. 500 words) that they will have received instructions on prior to class. The participants will be given 15 minutes to rework their presentation based on the skills taught so far in the training. On this occasion the participants presentation will be ran through the speech analysis software and results shared for reflection.

The Art of Storytelling: .
The skilled presenter can make even the most mundane subject matter dynamic and appealing. In this instructor led session, approaches to developing a story line and thereby capturing the audience's attention are introduced. This technique is used by all great orators and leaders to inspire and influence.

Exercise # 3 - Putting it all together:
Participants are given a subject matter on which they are comfortable to develop a compelling two-three minute speech on which they are peer assessed using the Evolution-U Speech Evaluation Form. The feedback delivered to each participant is documented and provides an invaluable reference resource for future such presentations.

Who Should Take This Course

Business Owners, Management, Sales, PR & Marketing Executives, Human Resources Executives, any and all Customer-facing Staff, anyone dealing with Sales, Negotiation or Mediation, or needing to influence or persuade people on a regular basis will benefit for learning and mastering the techniques introduced in these courses, with immediate results.

This training course is fully certified by Evolution-U.

**For more information & reservations please contact Jessica
jessica@evolution-u.com or call +852 9498 9067**

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NLP Communication Skills • High Stakes Communications • Presentation Excellence
Sales Effectiveness • Building Trust • Negotiation Theory
Persuasion Psychology • Personality Profiling • Leadership & Management