

# Powerful Presentations

Compact 1 day or comprehensive 2 day in-house course

*Achieve great clarity and impact in all of your presentations by adopting simple techniques and using your own style and personality to deliver compelling messages to small and large audiences.*

## Overview of course content

- Scene setting, mind set and delivery.
- Understanding your audience and getting your message right.
- Preparing a well-structured presentation and bringing it to life.
- Controlling nerves and injecting energy when presenting.
- Bringing it all together and making it memorable.

In addition the two day course helps you to present with real clarity and impact whilst engaging your audience using your natural style and personality:

- Add impact through clarity of outcomes and powerful messaging.
- Use visual aids to support your presentation... and not be your presentation.
- Gain insights in how to deal with difficult members of your audience and those tricky questions we all dread!
- Develop skills to involve your audience and keep the pace and structure.

- Deliver a truly powerful presentation which is recorded and yours to take away.

## A brief history...

*It's not just senior executives that make presentations. The purpose of this course is to develop your skills as a confident and powerful presenter, able to develop and sustain audience rapport. Your audience will be judging you on how competently you deliver your message, not just the message itself, so this is an essential skill.*

## Key benefits

Confidence to present in front of a wide variety of audiences.

Present with enthusiasm, feel comfortable, appear calm and engage with your audience.

Use tools to plan, structure and deliver appropriate content for impact and clarity.

Bring your presentation to life and make it memorable.



## Duration and format

One day in-house workshop can be turned into a more comprehensive two day programme.

## Who is this course for?

Anyone who is faced with delivering presentations either regularly or occasionally and would like to build their confidence and skills to a point where they can present confidently and with clarity and impact.

**“ Being able to put together and deliver great presentations - and enjoy doing so - are key skills for today's professionals. ”**

# Powerful Presentations

## What's it all about?

It's not just senior executives that make professional presentations. As a business professional you will be presenting every day through a multitude of formal and informal business conversations (meetings, sales calls, launches, training, one-to-one discussions and many more).

The purpose of this course is to develop your skills as a confident and powerful presenter, able to develop and sustain audience rapport and use the skills required to communicate in a memorable, influential manner. Your audience will be judging you on how competently you deliver your message, not just on the message itself. The course will build your confidence, show you how to structure your presentations, provide feedback on your current skills and practise your presentation techniques.

## Why Professional Presentations?

- Gain confidence to present in front of a wide range of audiences.
- Feel comfortable and appear calm when presenting.
- Select and gather appropriate content for presentations.
- Effectively structure a presentation for impact and clarity.
- Appeal to and connect with the audience.
- Use body language, eye contact and voice projection for effective delivery.
- Present with enthusiasm.
- Give and receive feedback.

## How do we do it?



### Scene setting

- Fears, successes and natural styles.

### Mind set and delivery

- Channel your energy, inject enthusiasm and passion.

### Understand your audience

- Prepare to make your message clear and impactful.
- Identify potential opportunities and risks.

### Define your message

- Are you informing, persuading or appealing?
- Sell the benefits not the features of your idea, concept or product.
- Know your outcome and stick to it.

### Prepare a well-structured presentation

- Agree your key points and define a manageable structure.
- Use Mind Maps® for remembering and planning your key points.

### Bring your presentation to life

- Use visual aids to add, not distract.
- Audience participation.

### Take control

- Embrace tricky questions positively and deal with difficult audience members.
- Keep your focus.

### Deliver presentation and final feedback session

- Group discussion and feedback.
- Coach will provide personal feedback for each delegate to take away.

# Powerful Presentations

Additional course detail

## Continue and refresh your learning even after the course...

...all attendees on this course receive FREE access to the exclusive 'Powerful Presentations' post course learning area of the Illumine website.

### Related Courses

Think Before  
You Speak

Complements this course as it builds the skill of responding when put on the spot by unexpected questions.

## Continuous Development

CPD recognition is awarded on both public workshops and in-house courses, being dependent on the number of hours spent learning. On request Illumine will provide a certificate of attendance for you to use as evidence and attach to your record card.

### About Illumine

Illumine Training provides management and personal skills development, focused on developing *better brains for better business*.

The range of courses and workshops is split into six business critical areas and are delivered through:

**Public Workshops** - 1 and 2 day workshops.

**In-house Courses** - Specifically for teams or groups from within an organisation, tailoring as necessary.

**FIT Sessions** - In-house bite-size (90 minute) learning sessions designed by Illumine to maximise learning in the minimum time possible.

**Other Options** - E-learning, Facilitation, Coaching, Away-days and Speakers.

## How can I take this programme?

An in-house course that is a great 1 day session, where attendees will discover the best ways to deliver a great presentation including a practical activity of delivering your own presentation. The in-house 2 day course is highly practical and heavily focused on attendees seeing a real behavioural change, a support for those who are new to, or lacking in, confidence when delivering powerful presentations.

***In-house courses** - suitable for organisations that want to develop teams or groups of individuals from across the organisation. Programmes can be geared towards your organisation or industry sector with relevant activities, examples and case studies. Discuss your needs with an account manager on +44(0)1753 866633 or email [inhouse@illumine.co.uk](mailto:inhouse@illumine.co.uk)*

## Public verbal communication workshops (London)...

Powerful Presentations is an in-house course (for groups and teams). Unfortunately it's not available as a public workshop but we do have an alternative for you to consider:

**Think Before You Speak**- This course is the core communication competence - the platform on which to build speaking, presenting, writing, persuading and negotiating skills. Find out more at <https://www.illumine.co.uk/write-speak-and-influence/think-before-you-speak/>