

## The Art of Effective Presentations

### Overview

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In this course, students will learn strategies to master your speaking skills, confidently standing before a group and delivering their message.

### Target Audience

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Anyone desiring to improve their ability to speak self-assuredly, in front of both internal and external groups.

### Course Objectives

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After completing this course, students will be able to:

- Explore what makes a successful presentation
- Recognize the factors that go into building and delivery of presentations
- Outline, develop and build a high quality presentation
- Successfully deliver and close an effective presentation

### Course Outline

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#### 1 - What is a Successful Presentation?

Defining the Effective Presentation  
Generating Passion and Enthusiasm  
Techniques for Delivering Value

#### 2 - Defining the Effective Presentation

Building the Outline and Backbone  
Determining Presentation Type  
Capturing Audience Attention  
Tailoring the Presentation to Your Audience

### **3 - Organizing Your Program**

- Choosing the Presentation Length
- Setting a Time Frame
- Creating the Topic Outline
- Making the Key Points
- Categorizing and Breaking Down Information

### **4 - Fact-Finding**

- Identifying sources of Information
- Gathering Facts and Data
- Using the Internet as a Resource
- Citing Key Points with Citations

### **5 - Building Your Presentation**

- Writing Your Presentation
- Reviewing Editing and Rewriting Slides
- Structuring to Keep Attention
- Observing Visual Guidelines

### **6 - Delivering Your Presentation**

- Making the Audience Your Focus
- Engaging the Audience
- Building In Breaks
- Winding Down the Presentation

### **7 - Interacting with Your Audience**

- Opening and Capturing Attention
- Encouraging Questions and Discussion
- Reading the Audience and Keeping Their Engagement High

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