

# The Skilled Presenter™

How to sell yourself, your audience and your ideas

## CORE PROGRAM

### Positioning Your Ideas for Your Audience's Core Concerns

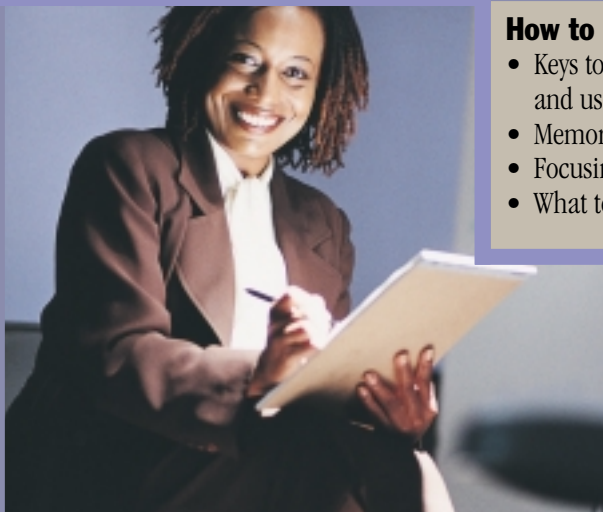
- Crafting your presentation together to provide your listeners a simple, memorable, unifying idea
- Addressing your listeners' concerns
- Engaging your listener with visual, helpful and personal examples
- Book-ending the presentation: effective openings and closings

### Ways to Involve Your Audience

- Using your listeners as a focus group
- Moving discussions along, while maintaining control

### Using Language Your Listeners Will Understand

- How to achieve clarity with your words
- Explaining technical terms clearly and simply



## EXECUTIVE SUMMARY

**The Skilled Presenter™ examines the mechanics of how to deliver a presentation. We focus on how others see you. Special emphasis on: organizing your presentation; polishing performance skills; voice, gestures, eye contact, posture, stance; preparing dynamic visuals.**

### Techniques to Overcome Stress

- How structured presentations cure stress
- Tips from theatre performers and professional athletes
- Assessing the results of **The Skilled Presenter™** Confidence Test

### Crafting Your Content

- Fleshing out presentations with examples and stories
- Adding concrete details to reinforce ideas
- Making facts and figures memorable
- Keeping quotes succinct and pertinent

### Using Humour

- Ensuring that humour relates to your subject
- Including yourself in humour

### How to Practise

- Keys to pacing: separating your topics and using transitions
- Memory devices anybody can use
- Focusing on timing during practice runs
- What to do on the day of the presentation

### Voice Projection

- Varying your speed, volume and modulation
- Spotting speech errors
- Improving your voice for impact

### Eye Contact: The Most Powerful Persuader

- Keeping eye contact comfortably
- Approach cues: using eye contact to show your listeners that you like them, and to relax yourself
- Using eye contact techniques from theatre and television

### Gestures, Stance and Movement

- Using gestures naturally
- Standing squarely, and moving with a purpose
- Stopping yourself from using distracting gestures

### Fielding Questions

- Bridging techniques to clarify questions and buy time
- Identifying and preparing for commonly asked questions
- Dealing with interruptions
- Dealing with hostile questions