

Creating and Delivering Powerful Presentations

Mastering the Art of Public Speaking

Target audience

- Manager.

Pre-requisites

- There are no pre-requisites for this course

Objectives

- Give your oral presentations greater impact
- Structure a global message that hits home
- Align your speech and behaviour with the company's image
- Innovate in your choice of materials.

On-the-job benefits

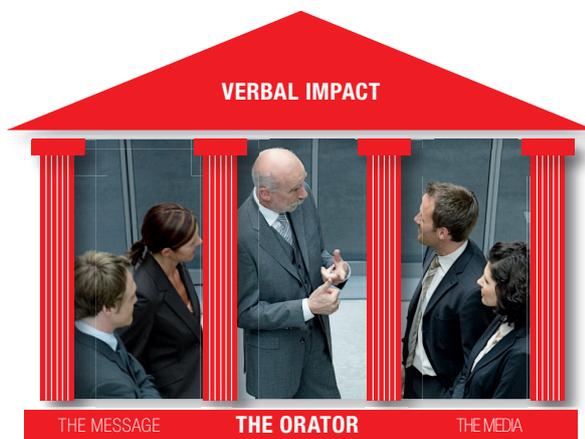
- A broader array of communication tools at your disposal
- A more personal, sincere touch and a focus on your natural communication style
- Hit the target every time
- More assertive leadership

Benefits for the company

- Enhance the company's image, both in-house and externally, with managers who are skilled communicators
- Develop a core facet of your managers' leadership: verbal communication
- Use better management communication to ease change

Special features of this course

Public-speaking skills and tools:
the message and the material



- 1] Current best practice in the subject reflects a return to the principles of rhetoric, persuasive techniques and communication strategy
- 2] Use these principles in conjunction with methods borrowed from the theatre - Comedia Del Arte, Japanese noh theatre and Actors Studio - to work on the form, discover your communication style and fine-tune your delivery
- 3] Develop your personal impact so that you can win over your audience and make a distinctive impression with your presentation

Explore your role as a public
speaker through three me-
morable highlights

“Dealing with nerves”

- > Right from the beginning of the course, you will be working on the causes and signs of nerves, and trying out different tips and tricks for overcoming them. Play down your nerves and overcome this constraint right from the beginning of the classroom training

“The smart index card”

- > Practice producing the introduction, plan and conclusion of your presentations, using a matrix that sets out the main points.
- > Take your eyes off your notes and look at your audience, keeping in mind the key points of your message: the introduction, the plan and the conclusion

“The helicopter”

- > You put yourself in a helicopter pilot's shoes. Its rotor is made of three blades: the context, the audience and the subject.
- >> Take a step back with regard to the event to put the different stakes into perspective and to control them better.

Programme



Three 30' e-learning modules



Identify your communication's style

- ❑ Being aware that there are several communication styles.
- ❑ Understanding how to distinguish between styles, their similarities and differences.
- ❑ Identifying your dominant style.
- ❑ Developing a flexible approach in communication situations.



Successfully adapt your message

- ❑ Identifying the main situations in which public speaking is required within a company.
- ❑ Gaining an aerial overview of the situation to help identify the target audience, what is at stake and the context.
- ❑ Adapting your message for different situations.



Adopt a winning style

- ❑ Learning the basic concepts of non-verbal communication.
- ❑ Identifying whether another person is open or closed.
- ❑ Deciphering unspoken messages and untruths.
- ❑ Deciphering signals from an audience and adjusting your communication accordingly.

+ Two-day classroom course +

1_ Take the stage and develop your speaking skills

- Making yourself heard and understood
- Achieve stage presence by learning to control your body
- Harnessing your energy and coordinating your movements on stage
- Using improvisation to develop your creativity

2_ Communicate successfully and deliver outstanding presentations

- Defining your communication strategy and analysing the communication situation
- Identifying your audience and adapting your language
- Discerning and adapting to your audience's expectations
- Deciding how much preparation to do for the presentation
- Staying confident and in control for effective communication

Two 30' e-learning modules



Evade trick questions at meetings

- ❑ Handling situations in which speaking is difficult.
- ❑ Asserting yourself without being aggressive.
- ❑ Choosing the right rephrasing technique.
- ❑ Answering questions.
- ❑ Developing fast reflexes.



Master «cyber communications»

- ❑ Identifying the new cyber communication tools.
- ❑ Adopting good practices and avoiding the pitfalls.
- ❑ Learning about the inherent limitations and risks associated with communication technologies.

Key points

- > Assessments both before and after the course
- > E-learning modules accessible for 1 year
- > Personalised support throughout your course