

## 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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