

Organizing and Preparing Your Presentation

Are your customers tired of the "same ole, same ole" presentation design? It goes something like this: "My name is X, and I'm going to talk to you about Y. First,... second,... finally...." Instead of the routine drill, reduce your preparation time while increasing your impact with a repeatable step-by-step approach. This 4-hour session will lead you through a seven-step process for preparing a dynamic presentation quickly. Participants will bring a work-related presentation as a baseline for hands-on practice in restructuring a presentation.

Key Objectives

- Consider your audience for the proper approach
- Anticipate special audience reactions and structure your presentation accordingly
- Outline ideas in three ways for three different purposes
- Vary the structure of a presentation to match the audience and purpose
- Open with an attention-getter
- Add "finishing touches" (such as analogies, illustrations, statistics, quotations, alliteration)
- Conclude with high impact

Who Should Attend

Anyone who makes presentations to supervisors, colleagues, or customers

Materials/Texts

Participants will receive a copy of the text *Speak with Confidence!: Powerful Presentations That Inform, Inspire, and Persuade* (McGraw-Hill) by Dianna Booher and a presentation planner for use as a back-on-the-job reference. They should bring the content of a typical presentation to make immediate application of the principles learned during this session. During the workshop, participants will be videotaped and critiqued.

Class Size

10-20 participants