



**Present & Win™:
High Impact Business Presentation Skills**

Course Objective

This 2-day intensive programme will help participants to upgrade their presentation skills in order to deliver effective business presentations which will enhance corporate image.

Course Methodology

Sharing by the trainer takes up only 20% of total class time. The remaining class time will be utilized for individual practice, coaching and peer evaluation. Participants will typically deliver a presentation after each key module is expounded. Group activities may take up 10% of class time. *On the second day, participants are to bring their own laptops and a business proposal prepared beforehand (to be improved upon in class).*

Course Syllabus

<i>Module 1</i> Introduction to Presentation Skills, Self-Assessment	The importance of presentation skills, definition and elements of an effective presentation, understanding audience’s expectations, self-assessment based on key criteria, discussion of problems frequently encountered
<i>Module 2</i> Overcoming Nervousness & Avoiding Speech Crutches	Techniques to reduce nervousness and speech crutches (sounds such as “ah”, “um”, “ok” and others)
<i>Module 3</i> Elements of Dynamic Delivery	Using hand gestures, stance, facial expressions, eye contact & vocal variation
<i>Module 4</i> Critical Content	How to structure a presentation in a logical, coherent and concise manner to strengthen a case, the importance of introduction, body & conclusion
<i>Module 5</i> Persuasive PowerPoint I	How to craft effective PowerPoint slides
<i>Module 6</i> Persuasive PowerPoint II	How to employ PowerPoint as an effective visual aid (and not a hindrance) while presenting
<i>Module 7</i> Crafting Business Proposal or Sales Pitch	Statement of problem, selling the solution, features vs benefits, call to action / closing the sale
<i>Module 8</i> The Way Forward	Self-assessment again, comparison with earlier results, what to do next to become even better