

The University of Toledo
College of Business Administration
Executive Center for Global Competitiveness

POWERFUL PRESENTATION SKILLS

Program Overview

Any speaking situation—team meetings, project committees, client/customer presentations, or training sessions—could cause one to experience a serious case of presentation procrastination or nerves. Another difficulty one may face is keeping one's audience interested in the material and involved in the presentation. This program will help give presentations more substance, style, and credibility. Specific methods and strategies will be outlined to strengthen attendees' ability to speak with power and confidence and increase their visibility and position within their organization.

Program Objectives

During this seminar participants will learn how to:

- Overcome the physical and mental symptoms of nervousness
- Structure presentation material for maximum impact and support it with facts and details
- Use openers, transitions, and closers more effectively
- Polish their vocal, verbal, and visual images
- Use their natural style to make people more comfortable
- Add more punch to their presentations with the latest visual aids
- Field questions confidently—even the toughest ones
- Motivate people to act on what they say
- Handle mishaps, disasters, and detractors

Program Topics

- The four criteria every presentation must meet
- Presentation anxiety—how to channel fear so it works in your favor
- The best way to get through the first two minutes of your speech no matter how nervous you are
- How to capture your audience's attention within the first 15 seconds
- Audience-centered messages—a checklist to help you understand your listeners
- Using transitional phrases to build listener comfort and keep people interested as you shift from one idea to another
- How to close powerfully so you get your listeners' commitment—and what not to do
- The five elements of speech and how to enhance each to gain more “vocal authority”
- Specific vocal techniques you can use to drive home key points and create interest
- The seven most common credibility robbers and how to eliminate each of them
- Genuine gestures—what they convey, how to use them naturally, and how to match them to your meaning
- Creating a checklist to avoid the “unpredictables” that can throw you off balance
- The six commandments for creating effective visual aids and how to use them to add professionalism and impact to your presentations
- Specific suggestions for managing tough-to-answer questions—off-the-subject, multi-part, “stupid,” and hostile questions
- Surefire ways to defuse difficult personalities (know-it-alls and complainers)
- How to assess each presentation so you make sure your next one's even better

About the Instructor

Debra A. Smith is a nationally respected consultant, speaker, and seminar leader. Her subject is professionalism—a composite of respect for the organization, respect for the people it serves, and respect for oneself. She develops this professionalism in her listeners, thereby enabling employees to reach their highest potential within the organization. People who attend her seminars gain new insight and direction, reinforced by effective skills that greatly enhance their performance. Every year Debra travels to over 100 cities in the United States and Canada to deliver her seminars on communication, time management, conflict resolution, and customer relations. Her seminars are skillfully designed to meet the needs of managerial, supervisory, and support personnel. She has trained over 450,000 people from organizations in the private sector and government as well as in numerous colleges and universities.

If you wish to tailor this program for onsite training at your company, please contact Carrie Herr, the Director of ECGC, by calling 419-724-2591 or via email at carrie.herr@utoledo.edu.