Build Better Business Presentations and Enhance your Impact

Duration: 1 day
Audience: Pour tous

Who is this training for?

Anyone who is called upon to make presentations to a limited audience

Training objectives

- Prepare and structure your presentation
- Communicate your message effectively (credibility, logic, emotion and simplicity)
- Master your gestures and stage fright, and manage your effects
- Achieve the results you are aiming for through impactful presentations

Summary

From the structure of the content to the animation of your presentation, learn to master the key elements that allow you to capture the attention of your audience and achieve your objectives: to make an impression and get your message across.

Course outline

Achieve the results you are aiming for through impactful presentations

- What is your intention: to inform or to influence?
- The KEYS to a successful presentation : credibility, logic, emotion and simplicity
- How to successfully prepare, facilitate and follow up on a presentation

Successfully prepare for it

- Six questions to clarify your mandate: who, why, what, when, where, how
- How to set the stage
- How to prepare your message to be impactful
- How to prepare documentation and visuals that will help you achieve your goals
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How to start your presentation

- How to lead your presentation
- How to conclude your presentation
- Self-control
- Non-verbal behaviors
- Listening
- Questions
- The story being told
- The use of documentation and visual aids
- Essential follow-ups to be done

Approach and methodology

Training based on a practical and interactive approach Alternation between :

- Theoretical contributions
- Concrete exercises
- Role-playing

Recommendations

- Prepare a real example of a presentation (5–10 minutes ideally)
- Identify your current challenges (e.g., stress, lack of clarity, difficulty capturing attention)
- Think about your usual target audience

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