Build Better Business Presentations and Enhance your Impact

Duration: 1 day
Audience: Pour tous

Who is this training for?

This course is designed for professionals, managers, subject matter experts, advisors and project leaders who present ideas, recommendations, results or information to a variety of audiences.

It is particularly relevant for anyone looking to structure messages more clearly, strengthen their presence and communicate with greater confidence and impact.

Training objectives

By the end of this course, participants will be able to:

- Clarify the purpose, key message and desired outcomes of a presentation.
- Adapt content and delivery to the needs and expectations of the audience.
- Structure ideas to facilitate understanding and retention.
- Design visual aids that strengthen rather than compete with the message.
- Communicate with credibility, clarity and confidence.
- Use verbal, vocal and non-verbal communication to enhance delivery.
- Maintain audience attention and encourage interaction.
- Apply practical strategies to manage presentation anxiety and increase confidence.

Summary

A successful presentation is about more than creating good slides. Capturing attention, making ideas easy to understand and gaining buy-in require a clear message, an audience-focused approach and a confident delivery.

This practical course helps participants develop the essential skills to prepare, structure and deliver presentations with impact. Participants learn to focus on what matters most, strengthen their delivery and create an engaging experience for their audience before, during and after the presentation.

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Course outline

Foundations of High-Impact Presentations

- Recognize the factors that make presentations effective
- Build credibility while balancing logic, emotion and simplicity
- Define the desired impact on the audience

Preparing and Structuring Your Message

- Clarify your purpose and understand your audience
- Identify the essential messages to communicate
- Structure your presentation to capture and maintain attention
- Develop visual aids that support your message

Delivering Your Message with Impact

- Develop confidence and presence
- Use verbal, vocal and non-verbal communication effectively
- Open, develop and close your presentation with purpose
- Manage presentation anxiety and unexpected situations

Adapting to Your Audience

- Recognize and respond to your audience’s needs and reactions
- Adapt your communication to different stakeholders
- Use active listening to support interaction
- Adjust your approach throughout the presentation

Creating an Engaging Experience

- Capture and sustain audience interest

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- Encourage participation and engagement
- Navigate questions and objections effectively
- Close with clarity and follow up appropriately

Approach and methodology

This course uses a highly practical and experiential approach combining key concepts, exercises, hands-on practice and feedback. Participants progressively apply the techniques covered by preparing and delivering a presentation, then receive structured feedback to identify their strengths and development opportunities.

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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