

Presentation & Speaking Skills

Seminar Outline

Powerful Presentations Seminar

In business, as in most other areas of life, the best idea in the world can fail if it's not communicated effectively. How clearly and persuasively you present your information and/or recommendation matters as much as how well you've analyzed your data or how sensibly you've outlined a course of action.

A communicator, or source, sends a message to a receiver, or audience, provoking a response. Building on this model, which originates well back in the history of communication research, we suggest seven categories that will help you define and analyze any business communication situation.

Source:

Who is initiating action, and why should she or he be believed?

Audience:

Define your audience. What will move them to support you? Is their attitude toward your proposal positive, neutral, or negative? How are they likely to perceive you? Do you face one key audience, or several? Are there secondary audiences who will be affected by the success or failure of your plan? Are there hidden audiences you haven't considered?

Goal:

What result do you seek? This will seem obvious at first, when you've received an assignment or gotten a good idea- Write it down, as a reality check. Then weigh it against the costs of achieving it- Can it stand on its own merits? Does it conflict with other goals of equal or greater importance? How are you or others going to gauge the risks and harvest the consequences? How, in short, will you measure success?

Context

Communication occurs in a specific environment. It can involve an effort to reach one person, or to reach millions. It can mean working within the norms of a particular corporate culture, its history, its competitive situation or challenging those norms. It can involve external communications: clients, potential customers, local or national media. Before you plan your communication strategy, be sure you know the territory.

Message:

What message will achieve your goal with these particular audiences? Consider how much information they need, what doubts they're likely to have, how your proposal will benefit them, how to make your message convincing and memorable, and how your points can be organized most persuasively.



Media:

Which medium will convey your message most effectively to each significant audience? Should you speak, write, call, send E-mail, meet, fax, produce a videotape, or hold a press conference? We all know that "the medium is the message." What message will your choice of medium convey? Sending a memo to an office mate, for example, may express an unwillingness to talk face to face.

Feedback:

Communication is not an act, but a process. A message provokes a response, which requires another message. The business communicator doesn't shoot an arrow at a target, but sets a process in motion designed to achieve a considered result. This means polling your audience at every stage of the communication and, more importantly, giving them an opportunity to respond. That way, you know what they think and can tailor your message accordingly. They are more likely to feel involved in the process and committed to your goal.

Even a brief consideration of these seven analytical tools will reveal that any business communication task is really a management task. Many communication situations happen to a manager rather than occur as planned events

Seminar Objective:

This presentation offers exercises to strengthen yourself as a business communicator and will discuss topics such as the following:

Topic 1: Essential Steps for Preparing Effective Presentations

Topic 2: Steps of the Communication Process

Topic 3: Logical & Effective Sequence of Communication

Topic 4: Audience Analysis

Topic 5: Capturing & Holding Audience Attention

Topic 6: Audience Motivation

Topic 7: Correct Use of Voice and Body Language

Topic 8: Listener Impressions

Topic 9: Setting Aims and Objectives of Presentation

Topic 10: The Event (Actual Presentation)

Communication is the key to success. However, language alone does not guarantee successful communication.

Remember, **POWER PERCEIVED IS POWER ACHIEVED!**