

## Presentation & Persuasion Skills

- **The construction and design process**
  - Setting objectives
  - Assessing and addressing the needs of your audience
  - Matching purpose and point to the audience
  - Applying the structure and style effectively
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- **Body Language**
  - Before you speak
  - Presenting is a physical activity
  - Presentation warm-up exercises
  - Sitting versus standing during a presentation
  - Eye contact during a presentation
  
- **Content**
  - Introduction of a presentation
  - Body of a presentation
  - Conclusion of a presentation
  
- **Engaging Your Audience**
  - Moving dynamically within the presentation space
  - Engaging the entire audience with effective eye contact
  - Synchronizing gestures to the verbal message
  - Animating your speech with vocal variety
  
- **Power of verbal and non verbal skills**
  - Increase the 'believability factor' by sounding professional
    - Language that works
    - Vary your pace to generate interest
    - Master pauses for impact
    - Eliminating verbal fillers
  - Boosting your message with your body language
    - Proper stance
    - Gesturing to support the message
    - Hands & facial expressions
    - Eye contact
  
- **Organize information for maximum impact**
  - Guidelines for establishing the key message

- Target and influence different groups
- Presentation types – Informative or Persuasive?
- **Audience analysis & connecting**
  - Using the Pyramid Principle / SCQA technique to engage audience's attention
  - Be assertive to influence
  - Open your presentation with a bang!
  - Establishing credibility
- **Presenting with confidence**
  - Handling 'freezing up'
  - Grooming – Physically & Mentally
- **Handling questions from the audience**
  - Reward, restate and respond
  - Keeping your answers short and simple
  - Getting back on track after an unplanned interruption
  - Strategies when answer is unknown
  - When should you re-direct questions?
- **Delivering your presentation**
  - Opening dynamically to create a winning first impression
- **Using aids**
  - Story-telling, ice-breakers
  - Limiting content to increase effect
  - Flipcharts, handouts and props

## Persuasive

- **Persuasive Behavior**
  - How does persuasion work?
  - What is the ideal attitude when persuading others?
  - How do humans decide?
  - How can you reduce people's anxiety when they are making a decision?
  - Why people get stuck in their decisions and how can you persuade them towards a direction of your choice?
  - Is there an ideal target for the number of options you can give to people?
- **How to Tell Great Stories**
  - What are the qualities of a good persuasive story?
  - How should you structure your story?
  - How can you inspire people and make them curious so they want to know more about your world and ideas?

- **Persuade with Confidence**
  - How to establish rapport
  - How to use a simple 3-step technique to make people feel more comfortable in accepting your ideas
  - What is cognitive dissonance and how does it affect persuasion?
  - What is the ideal body language when convincing others of your cause?
  - How to make people feel more confident about their decision so they are more likely to make that decision
  
- **Emotional Persuasion**
  - How to inspire others
  - How to connect with people on an emotional level
  - How to make it easier for others to change their opinion to what you desire
  
- **Systematic Persuasion**
  - How to use the 10-step persuasion technique to systematically prepare for an event where you expect to persuade others
  - How to write a persuasive article or report
  - What is the most efficient and creative way to capture the data while you prepare your case?
  - What areas to consider when preparing for the delivery of your pitch?
  - What verbal techniques you should be aware of to improve your chances of success?