

Impressive Business Presentations

S\$720

2 Days

About this Course

If you want to succeed in today's highly competitive business environment, you need to communicate well and present yourself professionally. The ability to deliver an effective business presentation to customers, peers, and corporations is an asset that everyone should strive to add to their skillset in developing their careers.

With limited time and greater focus on delivering key points, business presentations require more structure and logically driven to conclusions. Moving away from too much data and not enough information is one of the most challenging tasks faced by many presenters when confronted with 'put it all on the slide' mentalities.

The aim of this course is to take participants through the entire presentation process with a heavy focus on the content development and delivery. The course is very practical and loaded with exercises, case studies and role-plays to get participants involved and deliver an impressive business presentation.

Who is this for

Anyone in business who does a presentation. Whether it's to inform, sell, market, demo, train or influence. These include a wide variety of persons ranging from IT, Engineering, Sales, Marketing, Product, HR, Business Development and Management, Finance, and more

Prerequisite:

Registration is strictly for participants who are seasoned presenters or senior management personnel with at least 3 years of presentation experience



Day 1

Introduction

Participants will be introduced to the science of presentation and why it matters when writing and delivering content. Such as cognitive psychology and working memory and its effects of recall of information. This encoding and recall of information is often misplaced when people develop their presentations. Often relying on on-the-job tips, management say-so, or 'we've always done it like that' mentalities. Good content is hard to write and bad content is easy – hundreds of bullet points – we've seen it all before. See how consulting firms construct their content based on more formal methods such as the SQCA model, Monroe's Motivation Method and A3 reporting.

Content Design: Assertion Evidence Model

Ubiquitous to slide decks is the use of text-heavy content. Participants will learn a more methodical technique of developing presentation material. Writing the summary of each slide in its tagline and using the body of the slide to provide evidence supporting the assertion can significantly improve the audience's understanding and recollection. Participants will be tested on how well they can re-write the content and choose the most appropriate method for articulating the supporting evidence.

Content Design: Introductions

Presentations usually suffer from weak openings with no context and poor closing and calls for actions. Participants must demonstrate that they can effectively use reductive techniques by providing executive summaries at the beginning and give clear, concrete next steps at the end. Context too is important for engagement and is often where presentations fail to grab attention or provide customisation to their audiences. The course will introduce new concepts to opening presentations using classic techniques in addition to Loss-Aversion and FAB methods.

Content Design: Body Structure

Participants will gain insight on the delivery model to better structure their content in a clear logical manner. Whilst taking a business approach and using a pyramid structure, the content will be structured using the SEES/PREP models.

Day 2

Slide Design: PowerPoint Showcase

This is not a hands-on practical of PowerPoint but an overview and showcase of some of the best practices employed by companies to make this a more effective and productive tool in the workplace. Participants will be shown insights, case studies and elements of design that they could go back and try.

Content Design: Presentation Flow

In many cases, presentations have lots of data, but no clear flow to derive meaningful information. This will examine what best methods depending on situation, type of presentation and audience should an appropriate flow be applied. Flow will include how to open, engage and create touch-points throughout the presentation to make it more interactive (where need be).

Content Design: Business Language

What you say is just as powerful as how you say it. Learning the right kind of words, phrases and questions is paramount in articulating the message. Participants will be made aware of 'corporate' language as well as the language used by their 'customers' in providing context. Words used in statements to embolden a product or service (e.g. innovative solution) need be qualified.

Body Language

Whilst this course does not emphasise too much on body language it will be observed and commented on through the duration of the course. Strong and confident non-verbal language requires experience and change of habits. Participants will briefly be taught acceptable stances and postures in a business environment.

Group Presentation: Recorded session

Groups begin work on a major presentation allowing them to put all the methods they learned in to practice. Each group will be given an analysis of their performance after each presentation and a brief video analysis of themselves towards this final part of the course. In will include elements such as how to handle Q&A.



Mark Normand

About the Trainer

Mark co-founded Impress Training in 2007 with the vision to raise the quality of training programmes that focused on key areas of business and issues of affecting productivity. As a boutique training company, Impress training has the flexibility to constantly take advantage of new office technologies, innovative service models, and bringing talents that provide workshops that instil change.

Under his stewardship, Impress Training has evolved into a training company with a reputation for delivering high quality training content with practical emphasis. This has allowed the company to be recognised for generating innovative insights and solutions that have yielded our 2013 Most Promising SME awarded by Small Medium Business Association, and the Gold Medal for Best IT Training Provider awarded by Human Resources Magazine.

Before founding Impress Training, Mark, originally from England and has lived in Singapore for the past 23 years. He has worked in the area of Sales, Marketing, Product Development, Business Development, Education, and Corporate Training. He holds an Honours degree in Business Studies and Information Technology, held judging positions for global Presentation competitions, written eBooks and has other business ventures in the UK.

Mark has trained medium-sized and multinational companies at different levels of management, from C-Level to Executives. Including companies such as Coca-Cola, Rhode & Schwarz, AIG, SingTel, Singapore Tourism Board, OCBC Bank, ZF Asia Pacific, Kongsberg Maritime, PSA Corporation, Sampoerna Organisation, Ministry of Manpower, ST Electronics, Land Transport Authority, Esplanade and many more.



“Relevant and impactful training. Definitely few points that can be put in practise immediately.”

Choo Kuo Ann Matthew, Lead Consultant, NCS Pte Ltd

“Course was fun & interesting. Mark gave us a lot of tips on structuring our presentation and slide to capture essential information to present to the audience.”

Derrick Ong, Manager, Singtel

“Very informative and refreshing course which will bring the team to the next level not only from a business presentation content prospective but also how to.”

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