

Business presentations and public appearances + MS PowerPoint

#1 How to turn stress and stage fright into self-confidence?

- **Causes of stress**- how to prepare and what to do before the presentation,
- **Symptoms of stress**- the perspective of the presenter and the audience,
- Stress reduction techniques,
- Self-confidence techniques.

#2 How to interest the audience during a speech?

- **Building interest, tension, dialogue, amusement:**
 - Rhetorical procedures,
 - **The structure of the Sinusoid™,**
 - **Shark™ structure,**
 - forfeits and tools,
 - **Supporting tools**(slides, flip, cards, itp),
- **Rhetorical procedures:**
 - postponement,
 - pauses,
 - repeat,
 - antitheses,
 - anecdote,
 - metaphor,
 - rhetorical questions and questions.

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#3 How to build authority and professional image with your body language and voice?

- **Sight and eye contact** – you will get a few techniques thank to which your eyes will know what to do ;):

- at conferences and events when the audience has dozen/hundreds of people,
- at small speeches for several people,
- during interview/participation in TV programs,
- during meetings/presentations in the videoconference or mixed system – some people in the room, some are connected by videoconference,

- **Body language** – we will teach you to feel in your body like a fish in the sea during public appearances! We will choose the one that best suits you and supports your authority:

- **facial expressions** (your best facial expressions),
- **posture** (e.g. legs and hips position),
- **static gestures** (including bows, turrets, macho, etc.),
- **gesticulation** (adding dynamics to your speech),

- gestures with a Microphone,,
- gestures with a pad/board

Moving in front of audience

- you will gain knowledge (online) and practice (stationary):

- **proxemic** – what distances to keep, how and where to walk on the stage,
- **where and how to sit** (without any obstacles, at the table, on the couch/armchair – especially on TV),
- **how to move around the tools** - overhead projector, lectern, flipchart,
- **elements of savoir-vivre in the presentation** – what is wrong and what is allowed to do,

Your voice will become powerful and colorful with these simple voice-emission exercises::

- diction,
- pauses,
- breathing
- and modulation with the following moments:
 - volume, speed, intonation, timbre.

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#4 How to use content and in what form to persuade?

- **Establishing efficiency criteria and goals**
- this is the foundation of your future satisfaction,
- Adjusting the content to the need of the audience so as to achieve its intended effect and give the recipients satisfaction,
- **Speech structures and scenarios used by the best speakers**(m.in. Steve Jobs, Anthony Robbins, Brian Tracy, Barack Obama),
- **Designing the content structure**– what to do to keep the message focused, understandable and effective:
 - **Structure of Persuasion™** – how to arouse and maintain dynamics and convince the recipient to the desired thoughts and decisions,
 - **The Shark Model™** – how to win over the recipient and leave our message in his/her mind for a long time,
- **Building patterns, functions and content proportions:** introduction, expansion and ending,
- **Time management** – time proportions for speech and presentations elements.

#5 How to manage a „difficult” audience?

- Techniques to stimulate (uninterested/bored audience),
- How to cope when something unpredictable happens,
- How to react when we do not know the answer to a given question,
- Opening techniques (shy/reticent recipient),
- Techniques for disciplining and gaining favour in resistance(challenging/impatient participant („To the shore!"), talkative/attacking/malicious).

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#6 We optimize your speeches

We will adjust your entire workshop related to the body, techniques and external tools when::

- **Your speech concerns:**
 - numbers (and you love Excel ;)),
 - products,
 - risks and problems,
 - recommendations and ideas,
 - new informations,
 - Development of recipients' competences,
- **You will be presenting in front of:**
 - management board, managers,
 - members of the project team or colleagues,
 - participants of conferences, lectures, seminars,
 - client in a small group,
 - camera,

You will receive your individual development plan:

- what to strengthen,
- what to avoid,
- what to work on in a first place.

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#7 How to achieve what we want to achieve with PowerPoint® presentations ...

- The criteria for the effectiveness of the presentation and speeches,
- The lecturer's goals and the needs of the audience,
- Purpose of the presentation and the meaning of the slides,
- **Presentation and slidedoc** - Nancy Duarte tricks.

#8 How to make a PowerPoint® presentation interesting

- **Form and content** - golden moderation,
- Using the language of benefits in the context of the purpose of the presentation,
- Getting out of the schematic nature of the slides,
- The proportions of the content of structure elements,
- **How to build a slide from the substantive and graphic side** (ZEN of Garr Reynolds' presentation).

#9 PowerPoint® slideshow

- **Transitions and animations:**
 - entrances, highlights and exits,
 - timing and triggers,
- A show with the presenter's view, i.e. a presentation without switching and technical breaks,
- Using PP notes - PP prompter,
- **Custom show** - one presentation for several audiences.

#10 The form of presentation in PowerPoint®

- **Fonts:**
 - size,
 - colorr,
 - Type,
- **Slide structure:**
 - key words and pictures,
 - the number of slides,
 - placement on the slide (text + image),
 - number of elements per slide and for the entire presentation.

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#11 Inserting and managing the content of slides in PowerPoint®

- Inserting and editing images, clip art, shapes and SmartArt shapes,
- Inserting and editing tables,
- Inserting and editing charts,
- Inserting and editing video and audio,
- Graphic effects,
- **Triggers** (e.g. a movie that starts after the appropriate time or click),
- **Layers** - how to deal with graphics consisting of several elements,
- **Create background styles and graphics** - letterhead template.

#12 Automation of work and extra possibilities in PowerPoint®

- Quickly prepare a presentation by defining patterns and layouts:
 - slides,
 - information materials,
 - notes,
- Automatic generation of advanced training materials from PP thanks to the use of note patterns,
- Using footers, headers, page numbering, date and time,
- Use of slide layouts depending on the content (e.g. title slide, expansion slide, final slide, transition slide).

4GROW Toolkit

After the workshop, each participant receives the 4GROW Toolkit with ready-to-use slides, full of inspiration and useful links to photo banks and icons.



You have any questions?
Feel free to contact us.

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