

Business presentations and public appearances

#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



**Have any questions?
Feel free to contact us.**

Gabriela Majchrzyk
Open Training Coordinator

789 220 112
gabriela.majchrzyk@4grow.pl