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 techiques,

- 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, somae 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 boats, 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 savior-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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4GROW *lead the way*

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

- **Establishing efficiency criteria and goals** - this is the foundation of your future satisfacition,

- Adjusting the content to the need of the audience so as to achieve its intended effect and give the recipients satisfaction,

- **Speech structures and scenaros used by the best speakers** (m.in. Steve Jobs, Anthony Robbins, Brian Tracy, Barrack Obama),

- **Designing the content structure** – what to do to keep the message focused, understandable and effective:

    - **Structure of Persuasion™** – how to arouse and maintian 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 answear 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 recieve your individual development plan:

- what to strenghten,

- what to avoid,

- what to work on ina 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:**

    o size,

    o colorr,

    o Type,

- **Slide structure:**

    o key words and pictures,

    o the number of slides,

    o placement on the slide (text + image),

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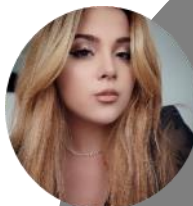
Have any questions? Feel free to contact us.
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