

# Persuasive public appearances and presentations



## Training recipients

Improving presentation skills and coping with stress during public speaking.



## Benefits

- Is able to consciously increase the impact on the substantive and emotional level while conducting business me
- Knows how to increase the level of understanding and remembrance of your message by listeners.
- Has the tools to effectively and reliably deal with difficult situations during meetings.
- Effectively overcomes reservations, objections and deals with counter-arguments.
- Can create legible and attractive visual aids.



## Training program

The stages of presentation creation

- o Key elements for each of the stages – planning, preparation and conducting presentations.
- o Creating positive and supportive assumptions.
- o Actor on stage or lecturer in the auditorium – how the choice of a role influences the effectiveness of presentation and self-confidence.

Tools for a good meeting structure using the presentation

- o Learn to compose a meeting / presentation according to a dramaturgical scenario.
- o Learn to present ideas, solutions, products according to the 4P model.
- o Introduce the 3P principle and the principle of culmination.

- o Learn how to use the Argument Pyramid model.

How to engage the hearts and minds of the participants

- o Learn to create and apply metaphors during conversations and presentations.
- o Explain how well metaphors and analogies can affect interpreter / listener.
- o Learn to create and apply symbols and visualizations.

Body service, that is what a person in front of the audience has at their disposal

- o Learn to breathe correctly.
- o Show how to practice to emit correctly voice. Be aware of the risk of improper emission.
- o Practice your pronunciation and equip each participant with a set of exercises to work on pronunciation.
- o Introduce issues of voice influence: intonation, modulation and interpretation.

How to deal with difficult situations

- o Equip with techniques to deal with difficult situations during meetings / speeches / presentations.

Solos – working with a camera

- o Summary of knowledge gained during the workshop.
- o Record individual speeches.
- o Provide feedback.
- o Specify further steps in individual development plans.

Summary of the workshop.

- o Summarize the translations of well and poorly prepared presentations.
- o Developing the pillars of a professional presentation.
- o Developing plans for implementing new knowledge and methods at the workplace.
- o Developing individual "vaccines" and "rituals" to support change.



## Expected preparation of the participant

The training does not require any prior preparation.



## Duration

2 days / 12 hours

## Language

- Training: English
- Materials: English