Messaging and Structure 8 hour Training

Effective Presentations' Messaging and Stucture Course is designed to accelerate participants to the next level of public speaking.

Prerequisite... *Effective Presentations Skills* or significant presentation experience.

Presentations, board meetings, team meetings are all opportunities to get in front of a room and speak. Exceptional communication skills are a trademark of leadership excellence and go a long way toward instilling trust and confidence in your audience. The audience's impression of you as a leader is enriched when the quality, organization and content of your delivery connects and inspires. An interactive learning model allows participants to practice their advanced skills in a supportive environment.

In addition to developing their own speaking style, participants will be led through a series of exercises that will help them take their presentations to the next level with storytelling and humor. Participants will also learn how to craft their perfect message appropriate to their audience.

Objectives:
- Understand who you are as a speaker and build on your strengths
- Develop a clear message and discover your purpose when speaking
- Define your why and build rapport with your audience
- Exude greater confidence and create a strong presence
- Use effective and appropriate visual aids
- Understand how to run an effective virtual meeting

Session Outline :

What is Your Brand?
  What makes a great public speaker?
  Use your natural talents
  Understanding who you are as a speaker
  Create your personal style

Crafting Your Message
  Build a message your audience wants to hear
  Clear guidelines for speech creation
  Discover your purpose

Business Storytelling
  Defining your why
  Stories to emphasis your point
  Building rapport with the audience

Humor to Enhance
  Tips for using workplace humor
  How can I relate to my audience?

Tools of Engagement
  Creating interactive activities
  Webbing and content mapping
  Group discussion

Visual Aids
  Power-point with a POW
  Color and content
  Enhance the learning environment

Evaluating Ted Talks, You Tube Videos, and Promo Videos
  Video review, the good, bad and ugly
  What to avoid at all costs
  Identify tips and tricks for your next presentation

Virtual Meetings
  More effective virtual meetings
  Keeping your attendees engaged

Outcomes:
Upon completion, participants will be able to deliver a carefully prepared presentation with confidence and authority. Through role play and supportive feedback, participants will demonstrate their ability to effectively:
- Create a presentation using their own personal style
- Use storytelling and humor to enhance their message
- Develop interactive activities to keep their audience engaged
- Enhance their learning environment with visual aids
- Lead effective virtual meetings

effective
presentations