



## The reluctant presenter

While some people relish the chance to present, others live in fear of being asked to speak in public, whatever their level of seniority within the organisation.

This course is specifically aimed at the latter (though anyone who may have to speak in public at work can benefit from attending). We help turn your subject-matter experts into outstanding presenters.

### A different approach

Unlike other presentation-skills courses, this one has been designed by experts who have had to overcome their fears. Our trainers are people who have forged successful careers involving considerable public speaking, despite their initial reluctance to do so.

They've dissected what it takes to go from being a reluctant presenter to a fearless public speaker. One thing the course does not do is try to make delegates into someone they're not. Doing that, in our experience, only increases the fear.

Instead, our course strips away each of the barriers that cause so much anxiety, then builds up the competence of each individual. Solid competence is where true public-speaking confidence comes from.

## Who is it for?

This course will benefit anyone who may be asked to speak in front of internal or external audiences at work.

## What does the programme include?

Two days of face-to-face training is standard for this course. However, we can adapt the course for shorter or longer sessions as required.

We also ask individuals to complete an analysis exercise that enables us to identify and work with their own particular strengths and styles. This exercise includes a questionnaire that draws out the details and likely preferences of their audience. And it incorporates an opportunity for participants to send us a slide deck to review (if they have one).

From this, we produce an action plan that shows them which areas to focus on both during the course and afterwards, as they start putting their new skills into practice.

## Numbers, venue and pricing

We can train any number, including an entire organisation. (Please ask about our courses for individuals if you only need to train one or two people.)

We train in small groups of no more than eight, to make sure everyone gets the individual attention they need.

Our trainers are based in the UK, but we train globally. Wherever you are in the world, we can run the course on your premises.

The cost of the course varies depending on how many people you're looking to train.

If you'd like to find out prices for your group size, call us on +44 (0)1273 732 888 or email [info@writing-skills.com](mailto:info@writing-skills.com).

All our courses come with a 30-day money-back guarantee. If you're not completely satisfied, let us know within 30 days of your first face-to-face course and we'll give you a full refund.

## Learning objectives

**By the end of the course, delegates will be able to:**

- use a style of presentation that suits their subject and the type of audiences they are dealing with
- make the most of their natural personality to deliver in a way that plays to their strengths and that they'll find most comfortable
- define and refine their brief so they are clear on what they want people to know, feel and do as a result of their talk
- make sure they have the right content, and structure their talk in the best way to convince their audience
- develop the words and pictures needed to bring the subject to life
- use their voice to project meaning and presence
- manage and enhance non-verbal communication, including gesture, eye contact, dress and movement
- encourage and manage positive audience reaction

## Course programme

### The reluctant presenter

#### Day 1

##### 9.30 Introduction

Why this course?  
The presentation challenge  
Preparing to prepare

##### 11.00 Break

The presentation as a journey: DRIVE  
**Stage 1:** Deciding on your destination  
• Establishing your objectives  
• Thinking about your audience  
**Stage 2:** Researching and organising  
• Drawing a mindmap

##### 12.30 Lunch

**Stage 3:** Integrating your presentation  
• Creating a logical structure  
• Applying the Six Ps model

##### 3.00 Break

**Stage 4:** Visualising your presentation  
• Preparing your introduction and conclusion  
• Thinking about scripting options  
• Using visual aids  
Feedback on your sample script

##### 4.30 End

From reluctant to fearless: find your voice and focus on your goals

## Course programme

### The reluctant presenter

#### Day 2

9.30 Introduction

**Stage 5: Executing your presentation**

- Using your voice and body language effectively
- Creating the right environment
- Handling questions

11.00 Break

Social styles

- Feedback and implications
- Understanding your audience profile

12.30 Lunch

Final presentations

- Planning and rehearsal

2.00 Break

Performance and review

Conclusions and action planning

4.00 End

From reluctant to fearless: find your voice and focus on your goals