



## The reluctant presenter

Ever wanted to share your expertise and ideas with a wider audience but were too afraid to speak up? Does the thought of giving presentations send fear running through you?

This course is specifically aimed at helping you overcome this, building on your existing skills to transform you into an outstanding presenter.

### Fearless public speaking

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 you someone you'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?

One day of face-to-face training is standard for this course.

We also ask you to complete an analysis exercise that enables us to identify and work with your own particular strengths and styles. This exercise includes a questionnaire that draws out the details and likely preferences of your audience. You'll also have the opportunity to send us a slide deck to review (if you have one).

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

## What will I learn?

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

- use a style of presentation that suits your subject and the type of audiences you are dealing with
- make the most of your natural personality to deliver in a way that plays to your strengths and that you'll find most comfortable
- define and refine your brief so you are clear on what you want people to know, feel and do as a result of your talk
- make sure you have the right content, and structure your talk in the best way to convince your audience
- develop the words and pictures needed to bring the subject to life
- use your 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

#### 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

**Stage 3:** Integrating your presentation

- Structuring your argument
- Creating the body of your presentation

#### 1.00 Lunch

**Stage 4:** Visualising your presentation

- Using words and pictures to bring your argument to life

**Stage 5:** Executing your presentation

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

#### 3.30 Break

Making a presentation

- Planning and rehearsal
- Performance and review

Conclusions and action planning

#### 5.30 End

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