



EFFECTIVE PRESENTATION SKILLS

Professional Certificate in Presentation Skills

Course Code: M032/25

Duration: 2 Days

Delivery Format: Hybrid

Target Audience:

- For Middle Management & Executive

Program Outcomes:

Upon completion of this program, participants will be able to:

- Master the fundamentals of effective presentations.
- Structure and develop engaging presentation content.
- Deliver presentations confidently with impactful techniques.
- Capture and maintain audience attention.

Detailed Syllabus

Module 1: Understanding The Fundamentals

Outcome: Participants will be able to identify the key characteristics of effective presentations and presenters, understand the essential elements of a well-defined message, and recognize common pitfalls to avoid.

Topics:

- What makes a great presentation and presenter?
- Articulate the fundamentals of a purposeful message and presentation.

- Factors that ruin your presentations.

Activities:

- Brainstorming session: What are the best and worst presentations you've seen?
- Interactive discussion: Deconstructing the elements of a purposeful message.

Assessments:

- Short quiz on the fundamentals of effective presentations.
- Written reflection on the key takeaways about what makes a great presentation.

Module 2: Understand The How and Structuring Your Presentation

Outcome: Participants will be able to apply a structured methodology (like the 4Mat method) to create well-organized presentations tailored to different audience needs and learning styles.

Topics:

- 4Mat Method – Creating a strong presentation outline and structure.
- Ensure a presentation that meets the audience's needs.
- Understanding 'types of learners' and personality.

Activities:

- Audience analysis exercise: Identifying the needs and learning styles of a target audience.
- Workshop: Applying the 4Mat method to outline a sample presentation.

Assessments:

- Evaluation of presentation outlines created using the 4Mat method.
- Scenario-based questions on adapting presentation structure for different audiences.

Module 3: Developing Your Presentation

Outcome: Participants will be able to utilize a planning tool (Presentation Blueprint) and understand the effective integration of visual, vocal, and verbal elements to enhance their message delivery.

Topics:

- Presentation Blueprint Foundation Map.
- Verbal and Visual Presentation – The 3:3 Presenter’s Tips.

Activities:

- Introduction and practice using the Presentation Blueprint Foundation Map.
- Discussion and examples of effective visual aids.

Assessments:

- Application of the Presentation Blueprint to a chosen topic.
- Analysis of the effective use of the "3:3 presenter's tips" in sample presentation segments.

Module 4: Delivering Your Presentation Pt. 1

Outcome: Participants will learn how to manage the presentation environment, set up their stage effectively, and utilize storytelling and timelines to engage their audience.

Topics:

- Stage environmental control.
- Presenter’s Stage Setup.
- Storytelling & Timeline.

Activities:

- Practical tips and demonstration on managing the presentation space.
- Exercise on planning stage setup for different venues.

Assessments:

- Scenario-based questions on stage management and setup.
- Development of a short presentation segment incorporating storytelling or a timeline.

Module 5: Delivering Your Presentation Pt. 2

Outcome: Participants will develop techniques to use the microphone effectively, make a strong first impression, maintain audience engagement, project confidence, understand audience personalities, and motivate listeners.

Topics:

- Owning the mic.

- Making a supreme first impression.
- How to grab your audience's attention and keep it.
- Exhibit credibility and confidence as a speaker.
- Understand different 'types of personality'.
- Techniques that facilitate listeners' motivation to change or act.

Activities:

- Practical exercises on microphone techniques.
- Role-playing impactful presentation openings.

Assessments:

- Observation of participants' delivery skills, including mic usage and first impression.
- Short presentation segment focusing on audience engagement and motivation.

Module 6: The Motion Language

Outcome: Participants will learn to use body language effectively, including anchoring techniques, to enhance their message and manage questions and expressions confidently.

Topics:

- Utilizing body language gestures to your advantage – Anchoring.
- Method to receive, answer and express.

Activities:

- Practice in anchoring techniques to reinforce key points.
- Role-playing Q&A sessions, focusing on confident and clear responses.

Assessments:

- Observation of participants' use of body language during practice presentations.
- Evaluation of their ability to receive, answer, and express during simulated Q&A.