

TRAINING PROVIDER	
Singapore Professionals' and Executives' Cooperative Limited	
COURSE INFORMATION:	
Course Title	<b>Power Up Your Presentation Skills</b>
Language	English
Course Duration	1 day (7 hours / 9am to 5pm)
COURSE OUTLINE:	
<b>Course Description</b>	<p><b>Cut through the Fluff!</b></p> <p><i>- How to Pitch your Ideas to a Sceptical, Critical and Time-challenged Audience</i></p> <p>Important presentations – especially presentations to senior management can be very stressful and pressurizing affairs. On top of having to make sure that you “get your facts right”, you are also faced with a time-challenged, sceptical and even critical audience. In this information-based economy, your stimulant-weary audience has already been bombarded with information from multiple sources, and have to multi-task on their job. If you don't get to the point, you don't stand a chance!</p> <p>How do you sharpen your message, position your ideas, and present them in a way that they “get it”? In this interactive workshop, you will learn how to cut through the fluff and craft your presentations in such a way that will make your audience sit up, take notice, think, feel and act. As best-selling author and international speaker Scott Berkun said very aptly, “Good public speaking is based on good private thinking”.</p>
<b>Course Objectives</b>	This workshop provides you with a structured and concise approach in preparing for a presentation. You will learn the thought patterns that the best business communicators adopt to sort through the bombardment of information, so that we can collect, sort, sift and synthesise the information to craft presentations that inform, impact, influence and inspire!
<b>Key Topics Covered</b>	<p>The course explores the following subjects in depth:</p> <p><b>Positioning Yourself as a Thought Leader</b></p> <ul style="list-style-type: none"> <li>• Build your reputation as a respected thought leader in the industry, so that people want to work with you</li> <li>• Generate powerful messages that adds value to your audience, and redefine their way of thinking about their businesses and work</li> </ul> <p><b>Crafting a Persuasive Presentation</b></p> <ul style="list-style-type: none"> <li>• Apply powerful tips and techniques to help you get into the minds of your audience, appeal to their higher motives and purposes</li> <li>• Understand the psychology of influence, and craft your presentations to sell your ideas effectively</li> <li>• Apply a simple structure for writing persuasive presentations so that your presentation will not only inform the audience, but also get them to take action</li> <li>• Apply language of Influence (language patterns) and concepts to craft and strategize your presentation for maximum impact</li> </ul>

	<p><b>Audience Engagement Techniques</b></p> <ul style="list-style-type: none"> <li>• How to use engagement techniques to bring your technical information and message across</li> <li>• Applying the S.P.A.R.K techniques to keep audience engaged during dry segments</li> <li>• Present information in a way that will make the audience care and listen</li> <li>• How to Maintain Audience's Attention and get them to Remember your Core Message</li> <li>• How to use visual aids / props and demonstrations effectively to aid audience retention</li> </ul> <p><b>Dynamic Presentation Delivery Techniques</b></p> <ul style="list-style-type: none"> <li>• This is a hands-on segment where you will learn how to Sharpen your Delivery Skills</li> <li>• Build a positive first impression that will leave your audience wanting more of you</li> <li>• Attention will be placed on their Voice Quality (enunciation, accents, pitch, vocal variety), Volume, Body Language, Eye Contact and Energy</li> <li>• Command the listening of your audience with your stage presence</li> </ul> <p><b>Harness the Power of Corporate Storytelling</b></p> <ul style="list-style-type: none"> <li>• Understand the 5 main type of stories, so that you can craft stories for all situations and purposes</li> <li>• Be a master storyteller so that you can energize, excite and engage your audience every time you speak</li> <li>• Tap into your own wealth of experience, to craft personal stories with a powerful learning lesson for your audience</li> <li>• Bring your audience through the emotions you want them to feel, so that they are inspired and moved to take action</li> </ul>
<p><b>Learning Outcomes</b></p>	<p>Successful completion of the course will increase your ability to:</p> <ul style="list-style-type: none"> <li>• Craft your presentation using a tried and trusted framework so that you can strategically influence your audience to think, feel and act</li> <li>• Build your reputation as an expert that people want to work with</li> <li>• Use language of influence so that you are able to speak the language of their hearts, and move to take action</li> <li>• Generate powerful messages that adds value to your audience, and redefine their way of thinking about important topics</li> <li>• Interest, influence and inspire your audiences through effective voice delivery and body language (volume, pitch, quality, tonality, eye contact, pacing &amp; assertiveness)</li> <li>• Harness the power of visual aids by incorporating captivating visual to convey your ideas</li> <li>• Appeal to the inherent needs of your audiences and build an irresistible offer that they cannot refuse</li> <li>• Develop your quick thinking skills so that you can speak on your feet confidently, fluently and knowledgeably</li> </ul>

<b>Learning Methodology</b>	The workshop is delivered in an interactive learning setting and offers the opportunity to apply the concepts in a risk-free environment with simulated exercises and practices; trainer-facilitated group sharing and discussions, self-reflection and action planning; etc.
<b>Who Should Attend</b>	The program will benefit professionals who make presentations to upper management or external parties in high stake situations and individuals who are invited to speak on their company's ideas to external stakeholders at large platforms.