

How to WOW Your Audience with an Excellent Presentation: In a Virtual Environment or Face-to-Face

“Speech is power: speech is to persuade, to convert, to compel.”
— Ralph Waldo Emerson

In spite of all we have to be concerned about in today’s pandemic world, one of the great dreads most of us still face is the thought of speaking in public. Here is your chance to get a handle on that fear and build the confidence you need to articulate excellent presentations. Regardless of your position within the organization, developing your presentation skills, to be used either in today’s virtual environment through Zoom or face-to-face, is a key way to enhance your overall professional success and effectiveness.

Great presentation skills require both preparation and confidence. This training is designed to help you develop both of those areas. By being well prepared and confident for a presentation, a meeting, or a discussion with a colleague, your success will be much greater. If your career matters to you— it’s time to polish your presentation skills!

The following learning objectives will be covered:

- 1. Learn to perform an analysis of:**
 - a. Who is your audience?**
 - b. What is your topic?**
 - c. What is the: 1) must know, 2) should know, 3) or nice to know?**
 - d. How much time will be allotted to speak?**

- 2. Develop your presentation design to cover the following areas:**
 - a. Open with an Attention Grabber—Quote, question, story, etc.**
 - b. Establish a need for Why the information is important**
 - c. Provide a solution for the need**
 - d. Issue a call to Action**

- 3. Understand the mechanics of *How* to make a great presentation:**
 - a. Proper utilization of equipment in a virtual environment**
 - b. Effective body language**
 - c. Vocals and tone intonation**
 - d. Professional image**
 - e. Words to avoid**