



Training for Business
& Broadcasting

PRESENTATION SKILLS

SPECIMEN TRAINING PROGRAMMES

"Excellent. I have been on many non-technical courses and this was the best".
Chartered Accountant. BDO Stoy Hayward

"I was delighted with the response from my own team - inspirational."
Business Link

"Can't fault their course. A really different and useful way to think about presenting."
GWR Group Manager

Kate Lee Communications
Email: info@katelee.co.uk
www.katelee.co.uk
Tel: ++44 (0)1332 727305

PRESENTATION SKILLS

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Presenting information and ideas to any size audience requires the presenter to understand the audience and have the required skills to put their message across with clarity. Our previous background as performers and our specialist speaking skills have given us the ability to devise training which is professional and practical. We encourage participants to make positive changes and delegates are often astonished at the transformation they see take place in themselves and in others. We promise to give you all the skills required to become an excellent presenter.

"Excellent, challenging - of significant value to me - will help me do my job better."

Hoechst Roussel Vet
(Intervet)

Our presentation courses are predominantly practical, backed up by theory and research. We pride ourselves on our perceptive coaching and feedback skills. We are pleased to say that our 'audiences' have assured us that our courses have made an impact. We look forward to helping you make changes too.

"Kate devised an excellent training programme to enhance the skills of our presenters so that they can impact information to gain the best level of audience attention." BDO Stoy Hayward Chartered Accountants

PRESENTING WITH IMPACT

The following specimen programmes are representative of those which have been successfully tried and tested with particular clients. We will prepare an appropriate training needs analysis to ensure that all courses are adapted to meet the particular needs and interests of each client. Our core course is **PRESENTING WITH IMPACT** and is designed as a one or two day course. Courses are put together in consultation with the client to meet specific needs. (See page 6)

COURSE NUMBERS

We are proud of our reputation for helping participants make changes, both in their understanding and in practical ways. To achieve this we recommend a maximum of six participants on each of our courses.

JOINING INSTRUCTIONS

Participants will be asked to come prepared with two short presentations. The first should be a 3-5 minute presentation, which reflects their presentation style in a typical work situation. The second should be a 2-minute talk on a familiar topic unrelated to work. These are important to give us a clear idea of participant's communication style.

PRESENTATION SKILLS

The audience is always the judge of whether a presentation is successful or not. Our presentation training works by understanding what an audience needs and likes. Using that knowledge, gained from decades of performance experience and research, we will coach you to be an excellent speaker and a confident presenter. Someone able to give consistently effective presentations.

OBJECTIVES

These are the components we believe are central to presenting yourself with impact and credibility. We select from these areas to make up a course specific to client's needs.

You and your Audience

- Audience psychology - how we think, feel and recall information.
- Managing the audience - ways to keep them engaged and interested.
- Handling questions.
- Building audience rapport - creating a relationship with different group sizes.

You and your Delivery

- Voice use - projection, range, authority, breathing.
- Speaking skills - language and styles.
- Body-language, physical presence, movement.
- Personal management - confidence techniques.
- Presenting with power point / multi-media - using visuals effectively.
- Delivery skills for different venues /audiences - using humour.

You and your Content

- Structuring guidelines - hooks & devices.
- Pitching your information.
- Preparation techniques - scripts, mind maps, aides-memoire.
- Putting across technical information.
- Creating a memorable presentation.

PRESENTATION SKILLS

PRESENTING WITH IMPACT Specimen Two - Day Course

DAY 1

- 09.00-09.30 Introduction and establishing individual objectives.
- 09.30-10.45 Practical session with individual video feedback.
- 11.00-13.00 Understanding effective communication. How people listen. Audience psychology. Managing your audience.
- LUNCH
- 13.45-15.00. Preparation and structuring techniques. Maximise the message. Getting the response you want.
- 15.15-16.45 Voice-use, body language, spoken skills workshop.
- 16.45-17.30 Review of the course. Briefing for Day 2

Day 2

- 09.00-09.30 Setting individual outcomes.
- 09.30-11.00 Practical sessions with individual video feedback.
- 11.15-13.0 Working with visual aids. Raising presenter profile.
- LUNCH
- 13.45-15.30 Personal effectiveness techniques. (Rapport, confidence, impact).
- 15.30-16.30 Final practical sessions, video filming and feedback.
- 16.30-17.15 Review of course. Individual action strategies.

GRADED

We grade our presentation skills' courses to suit the level and experience of participants. We enjoy working with less experienced presenters. This is our chance to introduce participants to good presenting practice right from the start. We promise to boost confidence and put participants on the road to becoming excellent presenters.

ADVANCED SKILLS

We pitch this programme to support experienced presenters and enjoy the challenge of raising participant's ability to an even higher level. The individual coaching module will elevate performances to a professional standard.

PRESENTATION SKILLS

PRESENTING WITH IMPACT

Specimen One-Day Course

- 09.00-09.30 Introduction and establishing individual objectives.
- 09.30-11.00 Practical session with individual video feedback.
- 11.15-13.00 Understanding effective communication. How people listen. Audience psychology. Managing different audiences. Getting the response you want.
- LUNCH
- 13.45-15.00 Personal effectiveness workshop. Voice-use, speaking skills, body language. How we come across to others. Establishing personal presence. Confidence techniques.
- 15.15-16.45 Presentations 2. Individual video feedback.
- 16.45-17.30 Review of work. Individual action strategies.

GRADED

This course can be adapted to suit the experience of participants - from essential presenting skills to an advanced level. We will monitor skill level and pitch individual coaching appropriately.

FOR INDIVIDUALS

We can design and arrange presentation training for individuals if this is more appropriate. These courses are fine-tuned to meet the requirements and interests of the participant. Individual sessions are suitable for key personnel with busy diaries and for people with particularly challenging presentation needs.

FOLLOW-UP SESSIONS

It is often useful to follow up a group training session, in particular the time-limited one-day courses. Individual follow-ups are useful or half - day group sessions can work well.

PRESENTATION SKILLS

EXAMPLES OF HOW OUR PRESENTATION COURSES HAVE BEEN APPLIED

PRESENTING WITH IMPACT - THE POWER-POINT PRESENTER

Our special interest. Power-point is now on three hundred million computers world-wide. Everyone accepts that Power Point has transformed the presentation experience, but so often the presenters are disappearing behind the gizmos. (Great! Says the unconfident presenter). But people buy from people and the persuasive argument is always in the talk. We help participants re-think their relationship with this technology and give the presenter new skills and confidence so that their presentations are even more compelling. Guaranteed.

"...it gave me confidence and I appeared more professional."

PRESENTING WITH IMPACT - SALES PRESENTATIONS

Presenting is selling. When we present we sell our ideas to get a certain response from our audience. To turn potential into performance, excellent presentation and communication skills are crucial. Our sessions on audience psychology are especially useful to the sales team. Techniques such as voice use, body language, eye contact and rapport skills are our area of expertise. We will crank up the performance and complement previous training to ensure even more successful sales.

"I was delighted with the response from my own team...inspirational"

PRESENTING WITH IMPACT - PRESENTING FOR THE PROFESSIONS

We appreciate that people working within professions such as accountancy, law, teaching, research, financial services etc. have specialised ways of working. We will always get to know your business and familiarise ourselves with what is important to you. Whatever your business, the professions require a very high level of communication and talking ability. If you need to convey complicated concepts, or technical information to each other, to clients or to lay people, our presentation and communication courses will give you the understanding and personal skills to do this successfully.

**"Excellent, I have been on many non-technical courses and this ranks as the best." BDO
Stoy Hayward Chartered Accountants**

PRESENTING WITH IMPACT - PRESENTING AT MEETINGS

Internally, meetings can be time consuming and expensive. Imagine being able to achieve more in less time. Our contribution to that goal will be to improve the meeting talk and personal effectiveness of participants - in both in-house and external meetings. This module began as a one-off designed for an individual client. It is now one of our most positively received modules. So often we sit in meetings needing to persuade, inform, sell. But the very act of sitting influences how we behave and most of us lose our impact as the energy drains away. This is an invaluable course for anyone wanting to maximise their effectiveness in meetings. Past participants have been amazed at the difference this coaching can make.

"Invaluable content, gave me new insight and plenty of new skills."

PRESENTATION SKILLS

OTHER COMMUNICATION COURSES

We specialise in spoken communication skills. We may be able to help you with one of our other communication skills programmes.

BUSINESS COMMUNICATION SKILLS

MEDIA TRAINING

CONFERENCE COACHING

SCRIPT SUPPORT

Our **VOICEWORKS** programme offers training for specialised work.

BROADCASTING INDUSTRY TRAINING

TELEPHONE TALK

PUBLIC ANNOUNCEMENTS

INDIVIDUAL VOCAL DEVELOPMENT

See our web site for more details and testimonials from our clients. www.katelee.co.uk