
Present Persuasively

Mickey Farrance

www.mickeyfarrance.com

Why

Good presentations are engaging, interesting, and memorable. Learn how to inspire, motivate, persuade, obtain a commitment, and/or incite action in your audience. This workshop will help you develop and deliver business presentations, in English, which are clear, coherent -- and effective.

How

Learn, apply, and practice the 5 steps to construct an effective message

- 1 Analyze the audience
 - What are their needs and motivations?
- 2 Define the objective
 - What do we want them to think, feel, or do?
- 3 Create the presentation
 - What information is relevant?
- 4 Structure the content
 - What is the "hook," the story, the conclusion?
- 5 Create visual aids
 - How to use PowerPoint and other visual aids effectively

Role play and exercises to add power to the presenter:

- Use eye contact to engage the audience
- Use voice to create a desired effect
- Use gestures to aid understanding
- Use movement appropriately to create mood

This workshop has 3 parts:

- A preliminary set of interviews with personnel by telephone
- The training sessions
 - 50% interactive practice with feedback
 - 30% personalized work to improve specific skills
 - 20% peer sharing
- Three months of individual follow-up

Classic format: 2-3 days with a group of 6 – 8

Results

- Prepare and deliver your message effectively
- Be confident and comfortable when presenting

It Works

"Thank you for the three days that moved us ahead five years! The Effective Presentation module showed me how important audience analysis is, and helped me refine my message and be more relaxed in my presentation." - Frédéric Paniel

"Thank you very much for your workshop on Effective Business Presentations. Last Thursday, I presented a technical subject for 5 minutes. About 200 people were in the room, from different technical areas. Only 5 short minutes but...I am still receiving congratulations and compliments: 'Your presentation was so clear'...'I understood everything'...'Your speech was excellent'... And the 'cerise sur le gâteau' (cherry on the cake) was a request to do the same type of presentation during a seminar. It was not my first presentation, but it was my first excellent presentation!" - Dhanistha Panyasak, STMicroelectronics

"For me, the training has been very beneficial...I went into the training thinking that it would probably not have much to offer me. However I was wrong, because this training helped me learn that I can, despite my shyness, speak to an audience. I really had the impression that I surpassed myself. Thank you very much." - Marie-Françoise Baudet – HSBC

For more information, contact mickey.farrance@gmail.com

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