

American Management Association's Strategies for Developing Effective Presentation Skills

Learning Objectives

- Confidently Deliver Your Presentations with Clarity and Conviction
- Apply the Elements Essential to Develop, Organize, and Deliver Effective Presentations
- Utilize Best Practices to Maximize Your Presentation Strengths and Minimize Your Weaknesses
- Use Relaxation Techniques to Overcome Nervousness

Balancing Verbal and Nonverbal Messages

- Explain the Need to Balance Style and Substance
- Identify the Importance of Nonverbal (Visual and Vocal) Messages
- Receive Feedback on the Nonverbal Messages You Send
- Practice Nonverbal Impact Skills to Reduce Nervousness and Engage the Attention of Your Listeners

Developing and Organizing Presentation Content

- Set Presentation Parameters
- Create an Audience Profile
- Tap into What You Already Know
- Identify What You Need to Find Out
- Structure Your Information
- Demonstrate How to Condense the Speech Outline into Notes You Can Speak From
- Explain the Benefits of Rehearsing, Adhering to a Time Frame, and Speaking from Notes
- Demonstrate How to Reduce Stress and Speaker's Anxiety

Using Visual Aids and Support Materials

- Describe the Purpose of Visual Aids and Support Materials
- Distinguish Among Visual Aids, Speaker's Notes, and Audience Handouts
- Identify Tips for Effective Composition of Visual Content
- Describe the Criteria for Selection Among the Many Types of Visual Aid Media
- Demonstrate Guidelines for Interacting with Visual Aids and Managing Handouts

Creating Engagement—Verbal Impact and Interactivity

- Create Engagement with Audiences and Increase Their Participation
- Use Sensory-Based Language, Stories, and Analogies to Enhance Your Verbal Impact
- Interact with Your Audience Using Both Verbal and Nonverbal Techniques
- Present with Others in an Organized and Supportive Manner

The Presentation Environment

- Explain the Importance of the Question-and-Answer Session
- Demonstrate How to Respond Professionally to Questions from the Audience
- Anticipate, Avoid, and Handle Equipment Problems
- Identify What Logistical Arrangements to Check