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 to 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
• Condense the Speech Outline into Notes You Can Speak From

Using Visual Aids and Support Materials

• Describe the Purpose of Visual Aids and Support Materials
• Distinguish between 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 Aids
• 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 that 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 Q&A Session
- Demonstrate How to Respond Professionally to Questions from the Audience
- Be Able to Anticipate, Avoid, and Handle Equipment Problems
- Identify What Logistical Arrangements to Check