

## **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