BETTER BUSINESS: Improving Presentation Skills



Key Takeaways:

– Identifying common presentational skill areas that need improvement
– Observing common visual aid pitfalls
– Learning techniques and strategies to improve presentation delivery
– Understanding what needs to be considered when preparing a presentation

Course Description

Public speaking often inspires reactions like fear, increased heartrate, sweating, shortened breath, and anxiety just when the words are brought up. A common statistic used within this realm is that more people say public speaking is their number one fear than do people who choice spiders, the dark, or even death. Considering these factors and the regularity of public speaking in our lives, it helps to have strong presentational skills. We've all either been in a poor presentation or delivered a poor presentation (which is worse, you can decide) and no one wants to participate in one. Information is fundamental to organizations, but enjoyment and engagement is crucial to understanding information. The aim of our course is teach you skills and methods to ensure that every presentation you deliver is valuable and wonderful to be in.

Preparation is key when it comes to presenting. Essentially, this breaks down into four categories: audience needs, framework, writing, and visual aids. Starting with audience needs, you will learn about what needs to be considered about your audience, such as their education, familiarity, and interests. By addressing these and other needs, you can ensure that audience engagement is maintained and everyone walks away knowing what they need to. Next, we will discuss strategies and a basic outline for designing presentations. This often overlooked step acts as a seal of quality, guaranteeing that your presentation will fulfill everything it is required to do. From there, you will learn about writing and editing strategies, which will perfect the content of your speech. Lastly, we will discuss visual aids and the common pitfalls associated with them. Through an analysis of key areas, you will learn where visual aids can skyrocket your presentation, and where they can drown it.

Not every presentation is exciting, or should be, which is why you will also learn strategies to regain and maintain audience interest through engagement exercises. Our hope with this course is to help you deliver better presentations. We want you to attract audiences and have people walking away informed and happy. Through the use of

animated visuals, additional resources, and quizzes, this course has been designed to be simple and easy to learn for your immediate results.