

“Present The Way Your Audience Listens” A Mind-set Change Presentation Skills Program



Introduction

Ever found yourself doing a presentation that you wish you are not there? Ever wonder how you can be more creative to solve those presentation problems standing your way? How will it feel like if you can experience your best making effective presentation to tough audience and turning their hostility into respect for you?

This program is packed with the toolkit you need to create a positive experience whenever you need to deliver a presentation, regardless of whether you are doing it on a one to one basis or on a group basis.

Program Objectives / Learning Outcome:

At the end of the programme, participants will learn to

- 1) Using an optimal mix of visual, vocal and verbal elements to present information and ideas with clarity and impact and to deliver the intended message with a punch;
- 2) Engage audience of different personality more effectively with speed
- 3) Engaging the audience in ways that they can be influenced

Target Audience

Directors; Managers; Technical Professionals and Executives who need to make impactful presentations to different audiences in the course of their work.

Program Duration:

2 days for 16 to 20 pax maximum per class (intensive)

Profile of Program Facilitator & Coach

Frederick began his career in corporate sales of high-technology engineering solutions to Fortune 500 customers. Since the year 2000, Frederick has become a [people skills development coach and counselor](#), specialized in the area of interpersonal communications for working professionals.



He graduated with a **PhD in Education (HRD)**, an **MSc degree in International Marketing from the University of Strathclyde**

and a **Master of Accountancy degree from Charles Sturt University in Australia**. He is also a member of the **International Coach Federation and the International Association of Coaches**.

His [consulting work](#) involves diagnosing development areas in inter and intra-workgroups communications, coordination and conflict management processes in clients' organizations and coming up with measurable and sustainable solution roadmap through personality-task fit profiling, counseling, coaching, training, performance feedback processes and standards consulting.

Frederick has worked with organizations including [Asia Pacific Breweries](#), [Far East Organization](#), [Changi Village Hotel](#), [Marina Mandarin](#), [Energizer Singapore](#), [SAP](#), [Motorola](#), [Infocus](#), [Chartered Semiconductor](#), [Fuji Xerox Singapore](#), [DBS Vickers](#), [BMW Asia Pacific](#), [F&N Coca-Cola](#), [Novartis](#), [GlaxoSmithKline Pharmaceuticals](#), [Roche Diagnostics](#), [Cardinal Health](#), [Makino Asia](#) and [Singapore Food Industries](#).

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A Mind-set Change Presentation Skills Program

Program Outline

Module 1: Presentation Essentials

- 1) Understanding your presentation and public speaking personality blind spots
- 2) Structure an informative, persuasive or a hybrid presentation
- 3) Researching your audience
- 4) The **Lost Buffer fly** experiential presentation planning activity

Module 2: Presenting Objectively and Persuasively

- 1) Use the C.L.E.A.R. communication techniques for informative presentation
- 2) The visual, vocal and verbal aspects of presenting and the use of the C.R.O.S.S. model
- 3) Nine persuasion tactics and 12 persuasive words in persuasive presentation
- 4) 6 options to deliver your message
- 5) The **2-mniute funny commercials** experiential presentation activity

Module 3: Managing your Audience

- 1) Handling nasty and other types of difficult audience
- 2) How to use the M.O.V.E technique to manage objections professionally
- 3) Facilitation & involvement techniques
- 4) Group presentations: challenges & strategies
- 5) The **“Nasty Surprise”** experiential presentation activity

Programme Methodology

We include **humor and colorful stories** from our corporate management career as well as personal life to lighten the mood.

Pre & Post Training Assessments (optional)

A pre-training assessment is done at the start of the training and a post-training assessment at the end of the workshop

Interactive Workout

Participants will get to talk about the current challenges that they are facing, what have they done and how did they do it to manage their current challenges via **a variety of energizing activities with intensive and fun interactions!**

Participants will be facilitated to talk about what have worked for them and what didn't and the reasons for it as they have perceived it to be.

They will identify their own situations from case studies developed specifically within their own company context

Break up into smaller teams to brainstorm on solutions and come to a consensus on how they will manage those situations.

The facilitator will give live demonstrations of techniques with a clear process and framework using handy toolkits based on different case scenarios and people of different personality

Closing the Feedback Loop through Engagement (Action Planning & Role-play) Application Practice

Participants will then put what they have picked up into actions through actual case planning & role-play practices. During the role-play, feedback will be given through self, peer, and facilitator critique

Application of Concepts

Towards the end of the workshop, participants will be facilitated to develop their own individualized S.M.A.R.T action plan for them to implement learning back at work