



## The reluctant presenter

While some people relish the chance to present, others live in fear of being asked to speak in public, whatever their level of seniority within the organisation.

This course is specifically aimed at the people in the latter group (though anyone who needs to speak in public can benefit from attending). Through an intensive and transformative training session, we will turn your subject-matter experts into outstanding presenters.

### A different approach

Unlike other presentation-skills courses, this one has been designed by experts who have had to overcome their own fears. Our trainers are people who have forged successful careers involving considerable public speaking, despite their initial reluctance to do so.

They've dissected what it takes to go from being a reluctant presenter to a fearless public speaker.

One thing the course does not do is try to make delegates into someone they're not. Doing that, in our experience, only increases the fear.

Instead, our course strips away each of the barriers that cause so much anxiety, then builds up the ability of each individual. Solid competence is where true public-speaking confidence comes from.

## Who is it for?

This course will help anyone who may be asked to speak in front of internal or external audiences at work.

## What does the programme include?

The basis of this training is an intensive one-day, face-to-face session. However, we also run it as a two-day course with extra opportunities for practical exercises and feedback to really increase participants' confidence.

We also ask participants to complete an analysis exercise that enables us to identify and work with their own particular strengths and styles. This exercise includes a questionnaire that draws out the details and likely preferences of their audience. And it incorporates the opportunity for participants to send us a slide deck to review (if they have one).

From this, we produce an action plan that shows them which areas to focus on both during the course and afterwards, as they start putting their new skills into practice.

## Numbers, venue and pricing

We can train any number, including an entire organisation. (Please ask about our courses for individuals if you need to train only one or two people.)

We train in small groups of no more than eight per course to make sure everyone gets the individual attention they need.

Our trainers are based in the UK, the US and Europe, but we train globally. Wherever you are in the world, we can come to you to run the course.

The cost of the course varies depending on how many people you're looking to train.

If you'd like to find out prices for your group size, call us on +44 (0)1273 732 888 or email [info@writing-skills.com](mailto:info@writing-skills.com).

All our courses come with a 30-day money-back guarantee. If you're not completely satisfied, let us know within 30 days of your first face-to-face course and we'll give you a full refund.

## Learning objectives

**By the end of the course, participants will be able to:**

- use a style of presentation that suits their subject and the type of audiences they are dealing with
- make the most of their natural personality to deliver in a way that plays to their strengths and that they'll find most comfortable and authentic
- define and refine their brief so they are clear on what they want people to know, feel and do as a result of their talk
- identify the right content and best structure to produce a talk that will engage and convince their audience
- develop the words and pictures needed to bring the subject to life
- use their voice to project meaning and presence
- manage and enhance non-verbal communication, including gesture, eye contact, dress and movement
- encourage and manage positive audience reaction.

## Course programme

### The reluctant presenter

#### 9.30 Introduction

Why this course?  
The presentation challenge  
Preparing to prepare

#### 11.00 Break

The presentation as a journey: DRIVE  
**Stage 1:** Deciding on your destination

- Establishing your objectives
- Thinking about your audience

**Stage 2:** Researching and organising

- Drawing a mindmap

**Stage 3:** Integrating your presentation

- Structuring your argument
- Creating the body of your presentation

#### 1.00 Lunch

**Stage 4:** Visualising your presentation

- Using words and pictures to bring your argument to life

**Stage 5:** Executing your presentation

- Using your voice and body language effectively
- Creating the right environment
- Handling questions

#### 3.00 Break

**Making a presentation**

- Planning and rehearsal
- Performance and review

Conclusions and action planning

#### 5.30 End

From reluctant to ready: find your voice and focus on your goals