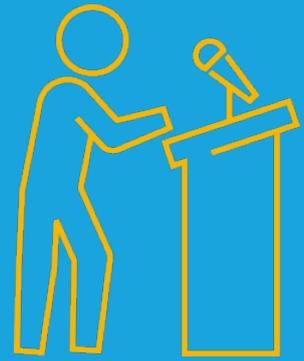


# The reluctant presenter

Course for companies

Live online

**Who is it for?**

Any team who may need to speak in front of internal or external audiences at work.

**Delivery**

We deliver this course live online.

**Participant numbers**

Four people up to your whole organisation. We train in groups of no more than ten to make sure everyone gets individual attention.

**Course length**

Flexible – typically two intensive half-days of training.

**Pricing**

The cost of the course varies depending on numbers. Please get in touch to talk about your group:

**+44 (0)1273 732 888**

**[info@writing-skills.com](mailto:info@writing-skills.com)**



**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 teams in the latter group (though anyone who may have to speak in public at work can benefit from attending). We help to turn your subject-matter experts into outstanding presenters.

## A different approach

Unlike other presentation-skills courses, this one's been designed by experts who've had to overcome their own fears. Our trainers have forged successful careers involving plenty of public speaking (despite their initial reluctance to do so). Now they can share what worked for them with your team.

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, the course sensitively strips away the barriers that cause the anxiety, then builds up each participant's public-speaking competence – and with it, their confidence.



'Seamless use of technology. Some of the best interaction I have experienced on an online course.'

Harry Folkes,  
Talbot Underwriting Services

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## Bespoke virtual training that works

Online training is the natural choice in a world where remote working is more widespread than ever.

We've been running remote-learning programmes for over ten years, continually refining our approach in that time. So we've learned how to design online sessions that ensure delegates can learn as effectively as possible.

We deliver the training in two intensive sessions over two days to keep learners' energy high. Group sizes are kept small to guarantee each delegate gets the individual attention they need. And they'll never find themselves sitting passively through a lecture. Live polling, breakout rooms and activities, shared whiteboards and other tools ensure participants have a highly engaging and collaborative experience.

Your team will be able to attend from anywhere. All they each need is a computer, a headset and stable internet access.

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## Learning objectives

On this course, your team will learn how 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
- ✓ 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
- ✓ make sure they have the right content, and structure their talk in the best way to 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.



## What does the programme include?

A typical programme would run as two half-day sessions online. But we can adapt the course length to suit your needs.

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

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



## A blended approach for lasting learning

Your team will learn a lot on this intensive course. But changing habits and building skills takes time and practice. So you have the option of combining this training with other elements for even better results and lasting change.

You could choose to run a **coaching clinic**: a follow-up day of individual coaching sessions that reinforce the training and target any ongoing problem areas. Or you can complement the training with **targeted seminars**, bespoke webinars or e-learning.

**Contact us to discuss the best blended programme for your team.**

Trusted by over 6,000 organisations worldwide, including:



Example programme

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9.30-12.30

## Preparing for success

Introduction and course overview

Why this course?

The presentation challenge

Preparing to prepare

The presentation as a journey: DRIVE

**Stage 1: Deciding on your destination**

- Using words and pictures to bring your argument to life
- Using your voice and body language effectively

**Stage 2: Researching and organising**

- Creating the right environment

**Stage 3: Integrating your presentation**

- Handling questions
- Planning and rehearsal

9.30-12.30

## Powerful presentation techniques

Introduction and recap

**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

**Making a presentation**

- Planning and rehearsal
- Performance and review

**Conclusions and action planning**

**Summary and close**

## Build your programme: optional follow-up

### Comprehensive e-learning

A year's access to our e-learning programme *The complete business writer*, to complement the training and enhance your team's business-writing skills.

### Coaching clinics

Individual coaching sessions to reinforce and build on the original course, giving delegates the chance to benefit from the trainer's expertise one on one.

Get in touch to discuss  
your writing course today

Call: +44 (0)1273 732 888  
Email: [info@writing-skills.com](mailto:info@writing-skills.com)