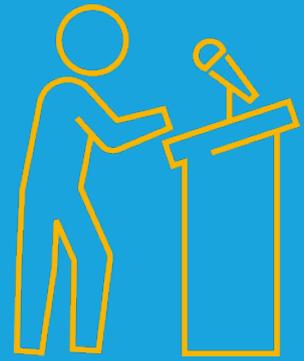


# The reluctant presenter

Course for companies

In person



## 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 in person.

## 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 one day. We can adapt the course for longer or shorter sessions as required.

## 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.



‘We chose Emphasis because they really “got it” – they really understood exactly what we needed and what our issues were.’

Mary Jean Pritchard,  
The King’s Fund

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## Venue

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. We can also train remotely.

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## Why it works

- ✔ Pre-course presentation analysis identifies the areas each learner needs to work on.
  - ✔ Small-group training ensures each delegate gets individual attention.
  - ✔ Targeted exercises and discussion keep learners engaged and mean they immediately practise applying the techniques.
  - ✔ One-to-one coaching shows delegates where to focus and how to quickly put the right techniques into practice to create rapid improvements.
  - ✔ Each delegate receives one year’s access to our business-writing helpdesk to support them as they take what they’ve learned into their roles.
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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?

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.



## 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:



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9.30	<b>Introduction and course overview</b> <b>Why this course?</b> <b>The presentation challenge</b> <b>Preparing to prepare</b>
10.45	<b>Break</b>
	<b>The presentation as a journey: DRIVE</b> <b>Stage 1: Deciding on your destination</b> <ul style="list-style-type: none"><li>Establishing your objectives</li><li>Thinking about your audience</li></ul> <b>Stage 2: Researching and organising</b> <ul style="list-style-type: none"><li>Drawing a mind map</li></ul> <b>Stage 3: Integrating your presentation</b> <ul style="list-style-type: none"><li>Structuring your argument</li><li>Creating the body of your presentation</li></ul>
1.00	<b>Lunch</b>
	<b>Stage 4: Visualising your presentation</b> <ul style="list-style-type: none"><li>Using words and pictures to bring your argument to life</li></ul> <b>Stage 5: Executing your presentation</b> <ul style="list-style-type: none"><li>Using your voice and body language effectively</li><li>Creating the right environment</li><li>Handling questions</li></ul>
3.30	<b>Break</b>
	<b>Making a presentation</b> <ul style="list-style-type: none"><li>Planning and rehearsal</li><li>Performance and review</li></ul> <b>Conclusions and action planning</b>
5.15-5.30	<b>Summary and close</b>

## 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)