



## Professional Presentation Skills for all Staff linked to Schools

How to present to different audiences with impact & handle difficult questions with confidence

### Why Attend This Training?

The ability to present ideas clearly to staff, parents and governors is vital to your success. It is not just about what you have to say, but just as importantly about your ability to actually get that message across convincingly. For many speakers there can seem to be so much to think about that they feel the nervous tension most noticeably at the start – and the listeners can tell immediately. There may have been times when you did not feel mentally prepared and as a result did not speak as well as you would have liked. Perhaps when faced with a wealth of material you may have wondered if there is a better way to structure ideas. Or perhaps you may have found difficulty keeping calm in the face of awkward questions and objections.

Such concerns can adversely affect your confidence and the manner in which presentations are received. This workshop will enable you to quickly learn the ‘tools of the trade’ of professional presenters and help you to structure and present your ideas with impact in ways that will appeal to everyone’s preferred learning style. The skills covered will assist you whether you are presenting to a group of parents, a staff development meeting, or at an interview. It will be easier for you to formulate ideas when you are up against time constraints and deliver ‘off-the-cuff’ talks with greater confidence.

### What Will You Learn?

By the end of the module you will be able to:-

- Connect with everyone right from the start by creating rapport and curiosity to listen
- Structure presentations in ways that engage everyone and are easy to follow
- Present in a confident and convincing manner that inspires people and holds their attention
- Think even more quickly on your feet in the face of awkward questions and potentially difficult situations

### Topics will include:

- Structuring a talk even when you have little planning time
- Balancing desired objectives with time available and nature of the audience
- The four key questions people will always want answering – and how to prepare for them
- Using the secrets of a brilliant start to quickly build rapport and boost motivation to listen
- Bringing presentations to life and handling any visual media effectively to enhance your talk
- How to overcome nerves and be confident
- How to encourage people to open up for maximum participation when appropriate
- Responding to tricky questions or objections from a group
- Handling different types including ‘difficult’ people and how to get them on board
- Applying presenting skills to both small and large groups including conference settings

### How Will You Learn?

The workshop is highly practical and will enable you to apply the principles easily to your own situations. It will involve a combination of inputs with opportunities to practice skills and receive feedback. A detailed course manual will be provided for all participants.

### What will I be able to do when I learn all this?

You will be able to immediately increase your effectiveness in speaking to any kind of group. Whether you are running a Staff, or Governors Training Session, speaking at a parents meeting, presenting to an interview panel or addressing larger audiences, you will be able to improve your performance straight away. It will be easier for you to formulate ideas when you are up against time constraints and deliver ‘off-the-cuff’ talks with greater confidence.

**Achieve  
Excellence**

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90% of an  
impression  
is made within  
90 seconds.



Is it the impression  
you want to make?

Body Language

- Facial expression
- Hand movements
- Eye contact
- Posture
- Features

Voice Qualities

- Expression
- Pace / Pause
- Tone / Pitch
- Accent
- Volume

Content / Words

Pay attention to  
What you can change!

Gender  
Clothing

Age

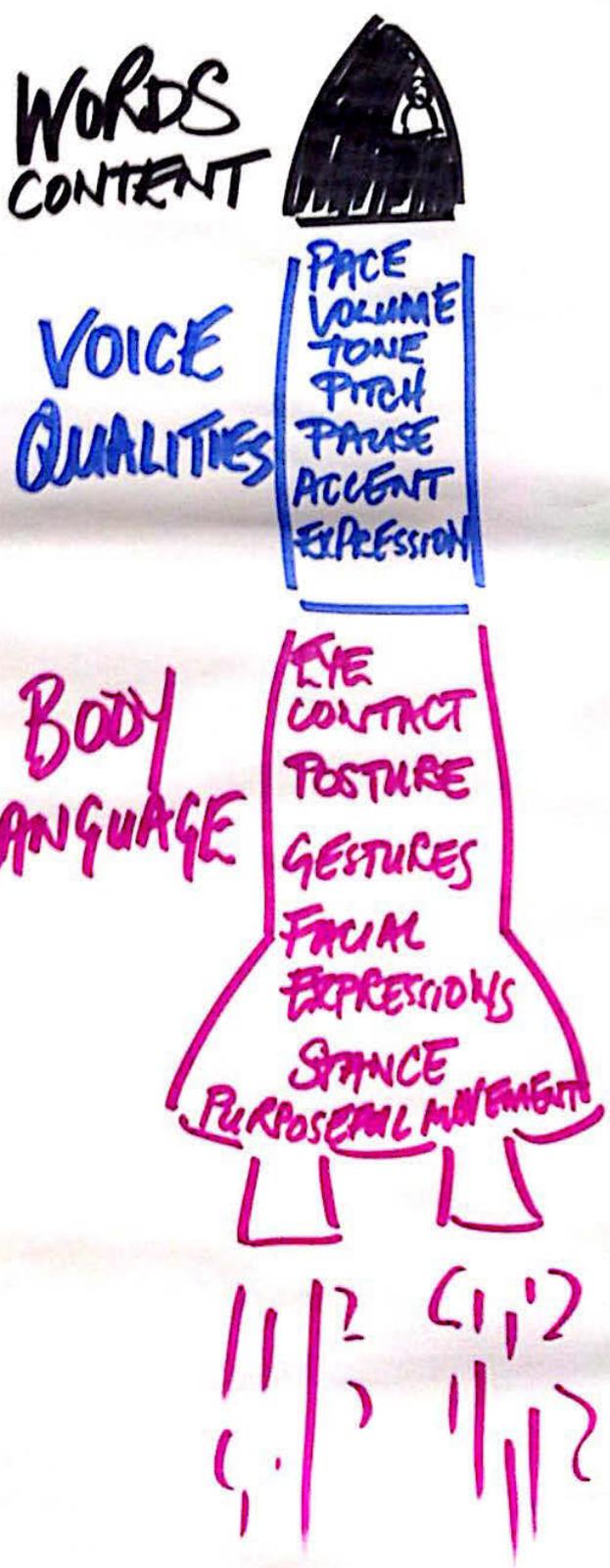
Height / width (Physical characteristics)

Race



Words/content

# Face to face communication



Your job is to get the payload to its destination

- this requires alignment of all three components of the message!

# Purposeful Gestures

Demonstrate

Emphasise

Interest

Mix things up

Descriptive

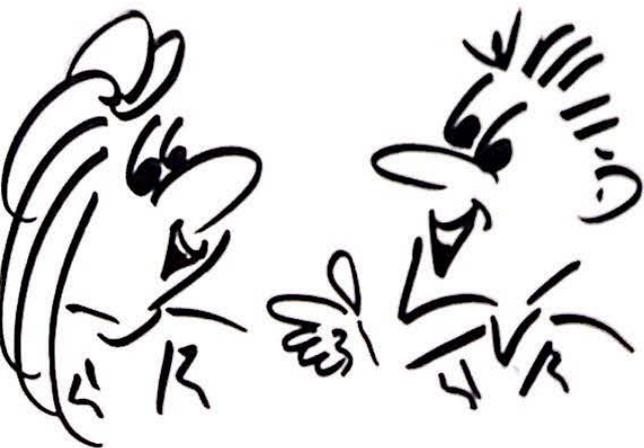


Rapport

Connection

Valuing a contribution

Inviting



Movement for  
a Purpose.

Visuals for a  
Purpose

# WHY?

\* Why do I have to listen to this?

\* I've got more important things to do.

\* I need some

**REASONS** to listen.

