Programme

Persuasive Presentation Skills.

Master the art of delivering effective and persuasive presentations that resonate with your audience, inspire action, and leave a lasting impact.

TechSense City.
techsensecity.com

What we cover.

The Persuasive Presentation Skills course is a transformative course that recognises the crucial role of effective presentations in the workplace. It empowers participants with the skills and techniques necessary to deliver impactful messages and influence their audience in memorable ways.

Throughout the course, participants will learn how to go beyond simply providing information and craft human-centred presentations that resonate with their audience. They will discover the importance of understanding the needs and interests of their listeners, enabling them to deliver messages that truly matter and inspire action.

Participants will gain practical tools and techniques to develop compelling presentations that leave a lasting impact. They will learn to structure their content effectively, utilise storytelling techniques, leverage visual aids, and employ persuasive language to engage and captivate their audience.

The course goes beyond the mere transmission of facts and figures. It emphasises the power of meaningful and memorable presentations that shift the way people think, feel, and behave. Participants will acquire the skills to create a connection with their audience, build trust, and deliver messages that resonate on an emotional level.

By the end of the course, participants will have the confidence and capability to deliver persuasive presentations that drive results. This newfound skill will not only enhance their communication abilities but also permeate every aspect of their work, enabling them to influence and inspire others effectively.

Who is it for?

This course is ideal for founders, sales representatives, team leaders, managers, public speakers, and anyone who wishes to enhance their ability to influence and engage through effective communication.

Duration & Delivery Format.

Choose your preferred duration ½ day, 1 day, 2 day, online or physical.

Course Topics.

Module 1: Introduction to Persuasive Presentation Skills

- Understanding the importance of persuasive presentations
- Differentiating between informative and persuasive presentations
- Exploring the psychology behind persuasion
- Identifying the key elements of a persuasive presentation

Module 2: Audience Analysis and Adaptation

- Techniques for understanding your audience's needs, interests, and expectations
- Adapting your content and message to resonate with different audience types
- Utilizing demographics and psychographics for effective audience analysis

Module 3: Crafting a Compelling Message

- Developing a clear and concise central message (thesis)
- Building a persuasive narrative structure: Introduction, body, conclusion
- Incorporating storytelling to engage emotions and illustrate key points

Module 4: Powerful Visual Design

- Principles of effective slide design and visual aids
- Using visuals to enhance the persuasive impact of your presentation
- Avoiding common design mistakes that undermine your message

Module 5: Mastering Verbal and Nonverbal Delivery

- Techniques for confident and impactful verbal delivery
- Managing voice modulation, pacing, and emphasis
- Harnessing body language to reinforce your persuasive message

Module 6: Building Credibility and Trust

- Establishing your credibility as a speaker
- Incorporating evidence, data, and expert opinions
- Addressing counterarguments and showcasing your expertise

Module 7: Emotional Intelligence and Persuasion

- Understanding the role of emotions in decision-making
- Strategies for evoking and managing emotions during presentations
- Balancing emotional appeals with rational arguments

Module 8: Handling Q&A and Objections

- Preparing for potential questions and objections
- Techniques for addressing challenging questions confidently
- Turning objections into opportunities to reinforce your message

Module 9: Storytelling as a Persuasive Tool

- The science of storytelling and its impact on audience engagement
- Incorporating different types of stories: personal, case studies, anecdotes
- Using stories to illustrate benefits, overcome resistance, and inspire action

Module 10: Creating Calls to Action

- Crafting compelling and actionable takeaways for your audience
- Utilizing the psychology of urgency and scarcity
- Designing calls to action that align with your persuasive goals

Module 11: Practicing Ethical Persuasion

- Exploring ethical considerations in persuasive presentations
- Ensuring transparency and honesty in your messaging
- Balancing persuasion with the well-being of your audience

Module 12: Presentation Practice and Feedback

- Strategies for effective rehearsal and preparation
- Peer and instructor feedback for continuous improvement
- Fine-tuning your persuasive presentation style and content

Assessment Methods.

- Quizzes after each module to gauge understanding
- Practical assignments demonstrating application of powerful persuasive presentation techniques
- Final project: Developing a persuasive presentation for a chosen product or scenario

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