

Presentation skills, TED-style

The 'bespoke' option – sample 1

Client brief

A 'level one' programme, introducing essential concepts and building confidence.

Overview

The focus of this session is to introduce the skills needed to deliver a clear and high impact message. In terms of personal development, it will guarantee a significant improvement in the communication and effectiveness of each attendee. This workshop focuses on looking at what's required to put together a presentation that delivers concise and engaging content whilst instilling an unshakeable confidence to remain in control throughout.

Learning objectives

This workshop is designed to help attendees to:

- Reconstruct dry content to become inspirational storytelling
- Speak up in meetings and other high-pressure situations
- Control stress and anxiety around communication
- Demonstrate insight and credibility when presenting
- Understand what your style of delivery is, and learn how to best utilise it
- Deliver content that shows clear understanding of the needs of your audience
- Set clear and measurable ongoing objectives to ensure you are consistently performing at your best

Audience

Level 1.

Format

A one-day programme. Delivered virtually (preferably via Zoom) or face-to-face.

Maximum group size of 12 (8 recommended).

Expert trainer



This programme was designed, and is delivered, by one of our most popular trainers, [Susie Ashfield](#).

We get great feedback from Susie's delivery of this programme, as you can see from the following comments from participants:

'Trainer was **fantastic!**

'**Fabulous!**

'She is just amazing – one of the best I have seen.'

'**Great experience!** I really liked the speaker. The course was supported by brilliant examples, and the subject was given in an interesting way.'

'Susie was a great facilitator and delivered a very engaging and insightful session.'

'Do it! Presenting is not as scary as you think. This course is phenomenal.'

'Breath of fresh air.'

'**Pitched perfectly** to the attendees.'

'Excellent – knowledgeable, engaging, memorable...'

'**Fantastic**, really engaging.'

'**Superb, compelling, authentic**. Great knowledge, confidence, style and patience.'

'Engaging, insightful, excellent at what she does.'

'**Brilliant!** Really engaging. Clear and informative, a subject expert, conveys confidence.'

'Someone I would love to listen to again.'

'**Trainer of the year.**'

Programme outline

1 What's it all about?

- ✓ *Exercise: Iconic public speakers*
- ✓ Understanding the needs of the listener
- ✓ Shared experience: When does it go well?
- ✓ Defining the skills needed to present

2 Putting together concise content

- ✓ Content development: Start with 'Why'
- ✓ Finding the story in complex content
- ✓ *Exercise: Six steps to structure*
- ✓ Using tangible ideas to generate engagement

3 Vocal impact and dynamic demonstration

- ✓ Body language and vocal impact
 - Increase your ability to read the room
 - Develop a confident and controlled delivery
- ✓ *Exercises:*
 - *'Just a Minute'*
 - *Feedback and assessment: How can you improve your style of delivery?*

4 Combatting anxiety

- ✓ Keep calm and carry on
- ✓ Understanding and challenging your fear
- ✓ Breathing exercises
- ✓ Prepare, Practise, Perform
- ✓ Speaking up and getting heard

5 Action planning

- ✓ *Exercise: Identify specific actions to enhance your presentation style*
- ✓ *Exercise: Personal action planning*