

Presentation skills, TED-style

The 'bespoke' option – sample 2

Client brief

A 'level two' programme, designed to motivate managers, team leaders and senior level employees to deliver compelling and influential messages.

Overview

The focus of this session is to develop skills around delivering compelling and concise messages. In terms of personal development, this course will guarantee a significant improvement in the communication and leadership skills of each attendee. This workshop is structured around the iconic TED Talks, the gold standard for public speaking, and it is designed to empower the participants to become more compelling and confident in their style of presenting.

Learning objectives

This workshop is designed to help participants to:

- Create a delivery that focuses on the needs and expectations of the client
- Manage key moments in the presentation
- Increase confidence under pressure through a cognitive approach for handling challenging situations
- Demonstrate emotional intelligence and self-awareness when communicating
- Create a compelling presentation style in a way that exudes authority, charisma and control
- Respond to difficult or unexpected questions with authority and insight
- Set clear and measurable ongoing objectives to ensure you are consistently performing at your best

Audience

Level 2 (team leaders, managers, senior managers).

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.'

'Pitched perfectly to the attendees.'

'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.'

'Trainer of the year.'

Programme outline

1 What's it all about?

- ✓ *Exercise: Iconic public speakers*
- ✓ Understanding the needs of the listener
- ✓ Successfully responding to 'curve-ball' questions
- ✓ Finding your 'WHY?'

2 Finding the story in complex content

- ✓ Content development and creative thinking
- ✓ Presenting an infallible idea
- ✓ *Exercise: The Six Principles of Sticky Ideas (Dan and Chip Heath)*
- ✓ Using story-telling to get a concept to connect

3 Vocal impact and dynamic demonstration

- ✓ Systematic creativity
 - Deliver an emotionally charged experience
 - Perform with high energy and maximum impact
- ✓ Exercises:
 - *The Toolbox: Body language and vocal impact*
 - *Feedback and assessment: How can you improve your style of delivery?*

4 Combatting anxiety

- ✓ Reading and analysing an audience reaction
- ✓ Projecting confidence under pressure
- ✓ Controlling nervous energy

5 Staying adaptable and maintaining control

- ✓ Changing styles and keeping flexible
 - Analogies and metaphors
 - Pictures and props
- ✓ *Exercise: Using personal anecdotes and memories*
 - *Powerful Performance: Pausing, emphasis, tone, pace and repetition*
 - *Make it memorable, make it novel, find the emotion*

6 Action planning

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