

# Speaking & Presenting With Authority

## Overview

SAPWA has been written based on Paul Hannan's personal experiences. Nothing can compete with experience and particularly when that experience has been 80% in front of **Boards and Corporate audiences who judge the same way your customers will judge you**; and that is **how accurately and effectively you connect** your products and services to their perception of reality.

SAPWA is more than a public speaking course or a "how to look good" program. It goes far beyond the normal "speakers" training agenda. It **attacks the subject with an authority and realism** that all people involved in the business of influencing others will immediately identify with.

## Objectives

Provide both a **theoretical and practical understanding** of the parts that make up an effective presentation

Understand the **reasons behind anxiety**, and learn to control it

Understand **audience involvement** techniques and their effective use

Understand the use of **visual aids** and use in a professional manner

Have a solid appreciation of **verbal and non-verbal communication** skills relating to group presentations

Understand the many **audience attention** getting techniques

Know how to preview a topic and **establish credibility** skillfully

Have **demonstrated** & then **learn the fine art** of breathing pause & articulation

Professionally develop main points, support material and use **of connectives**

Know the many different techniques involved in **closing a group presentation**

Know what techniques are involved in **adding colour** to a presentation

Understand **how room layouts** affect different audience groups

Develop the skills to **use question and answer techniques** professionally

# OUTLINE

## Introduction and Goal Setting

The course begins with an introduction followed by each participant having the opportunity to address their objectives and goals to the group. The first session will give participants an [insight](#) to:

- Presentation skill level by completing a presentation skills self analysis
- Setting specific goals and learning basic presentation principles
- The ten keys of a powerful presentation
- Learning the general structure of a presentation
- The attention curve
- Spaced techniques
- Active techniques
- Repetitive techniques

## Your Presentation and Personal Touch

This session gives participants detailed knowledge about the presentation framework and why it is imperative to structure a presentation in this way. Participants will then develop, structure and present a given subject selected from a chosen list. This is designed to "stretch" their [creativity](#).

It also includes:

- How to establish credibility
- The use of humour
- Reference material
- Questioning
- How to open
- Building the frame
- Supporting the frame
- How to get the flow

## Analysing and Presentation

We focus developing our personal style of presentation by looking at our own contribution, [natural strengths and weaknesses](#).

We explore:

- What really counts in terms of what our audience will remember
- Analysing our audience
- Developing objective and subjective information
- The use of right brain and left brain
- The face - an ally
- Determining your purpose