

This course provides delegates with the tools they require to create presentations which are structured, persuasive and – most importantly – achieve the buy-in and results that they are after. The journey of creating and delivering a successful presentation is covered and the opportunity for performance feedback provided.

For all dates and venues, see [here](#) or call **0800 619 1230**

This course can be taken individually or as an additional module for an Impellus Certificate of Learning in Commercial Skills at Level 3.

<b>9:30 – 10:00</b>	<ul style="list-style-type: none"><li>• Welcome, overview and introduction to the programme</li></ul>
<b>10:00 – 11:15</b> <i>The ingredients of the excellent presentation</i>	<ul style="list-style-type: none"><li>• Discovering what makes a presentation good or bad</li><li>• Understanding the value of professionally designed presentations to an organisation</li><li>• Establishing aims, objectives, and personal and audience-desired outcomes</li></ul> <p><i>The initial session gets right to the heart of our need to present within a business context before delegates establish what makes successful presentations and where they need to focus in future. Time is then spent identifying the aims and objectives for their own presentation before using the essential presentation building questions needed to create focused content.</i></p>
<b>11:15 – 11:30</b>	Break
<b>11:30 – 13:00</b> <i>How to be memorable</i>	<ul style="list-style-type: none"><li>• The correlation between brain function, learning preferences and delivery options</li><li>• Establishing techniques to be memorable and present with lasting positive impact</li><li>• Developing content around a persuasive structure</li></ul> <p><i>The session begins with delegates examining how their presentations can be made memorable and engaging by understanding how the brain takes in information and learns, and the fact that everyone is different. Delegates then learn a powerful structure to base presentation content around followed by an opportunity for delegates to begin building their presentations using the structure.</i></p>
<b>13:00 – 14:00</b>	Lunch
<b>14:00 – 15:15</b> <i>Delivering with impact</i>	<ul style="list-style-type: none"><li>• Professional delivery techniques to increase influence and buy-in</li><li>• Appropriate methods and means of delivery</li><li>• Delivering powerful and engaging messages</li></ul> <p><i>This session will give delegates the opportunity to identify the skills of a successful presenter by looking at their own personal style and how this can be enhanced to improve impact. The power of words and style are explored to deliver a high impact message.</i></p>
<b>15:15 – 15:30</b>	Break
<b>15:30 – 16:30</b> <i>Handling objections and creating your flow</i>	<ul style="list-style-type: none"><li>• Predicting and handling difficult questions</li><li>• Building your presentation to create a natural flow</li><li>• Bringing it all together and action planning</li></ul> <p><i>The final session allows delegates to identify the challenges that may arise and consider how to deal with them effectively. Delegates will then apply the learning of the day to their own presentation to make their content flow to increase influence. The day concludes with action planning.</i></p>

All Impellus courses are designed to be enjoyable and highly informative. Delegates are given a welcoming and comfortable environment in which to reflect, challenge and learn. The focus is on being able to bring new skills and thinking back into the workplace.