



BASIC PRESENTATION STRUCTURE

COURSE DURATION: 6.5 hours

Overview/Description

To be truly effective, a presentation must be more than the sum of its parts. Achieving that means having the right parts in the right order. Whatever the specific objective of your presentation, strong preparation and proper organization are your keys to success. This course is designed to help ensure that you're ready to meet that challenge. Whether you're introducing a new product to a group of prospective customers, presenting a new departmental strategy to management, or just welcoming the troops to the annual office party, your effectiveness will be enhanced by a well-organized presentation.

Target Audience

Experienced business professionals and managers

Lesson Objectives:

Preparing Your Presentation

- recognize the importance of thorough preparation to the effectiveness of a presentation.
- identify the steps involved in deciding on the content of the presentation.
- identify the proper sequence of key elements of the presentation structure.
- recognize the appropriate reasons to use visual aids.

The Introduction

- recognize the value of an effective introduction in a presentation.
- identify the correct descriptions of introduction goals.
- match the different types of opening statements to examples of each.
- match the elements of an effective introduction to examples of each.

The Body of the Presentation

- identify the importance of the key elements of the presentation body.
- identify the examples of effective hooks.
- classify examples of application and benefits in presentations.
- attributes of effective transitions to examples of each.

The Effective Conclusion

- recognize the importance of the conclusion to the presentation.
- match the elements of effective conclusions in presentations to their function.
- select the conclusion style that matches the example given.
- identify the rules to observe when taking questions at the conclusion of a presentation.

