**Mercuri International**

# PRESENTATION SKILLS 2.0 –
## A TOOLKIT FOR THE
## PRESENTER OF TOMORROW

MERCURI
international

# PROGRAM OVERVIEW

**Mercuri International**
## PRESENTATION SKILLS 2.0

### A TOOLKIT FOR THE PRESENTER OF TOMORROW
The program aims to provide the skills and the confidence needed to deliver powerful presentations. Following this path, participants will discover the process of developing and performing a presentation, along with plenty of tips on how to deliver an unforgettable experience.

## AUDIENCE
Those who want to improve their performance when presenting.

## DURATION
Digital content: **4 hours 30 min**

## DELIVERY FORMAT
100% digital or in combination with face-to-face or virtual classroom.

Storytelling approach with contestants taking part in a talent show. Videos, exercises, questionnaires, downloadable documents, gamified scenario and open forums to connect with the community. All material is supported from laptops, tablets and smartphones.

# PROGRAM OVERVIEW

### COMMUNICATION
Learn how to communicate in a clear and effective way, explore the different communicative styles and understand the personality types and how to deal with them. Find out how to actively listen to better understand your speaking partner.

### MESSAGE
Understand how to build a powerful presentation, starting by organizing the content of the speech to transferring the message into a PowerPoint presentation and adding storytelling elements to engage the audience.

### PRESENCE
Discover how to use the body language with confidence by controlling and playing with facial expressions, tone of voice and movements, with the aim of captivating the audience from the beginning to the end of the presentation.

### AUDIENCE MANAGEMENT
Find out how to handle the audience's objections, manage time for interventions and keep nerves and stress under control.

### SETTING
Prepare the setting for your presentation, ensuring everything works. Discover how to run a presentation in different settings (virtual environment, small and large meetings) and interact with the audience effectively.

# CONTENT OVERVIEW

## 1 COMMUNICATION

- Effective communication
- The many facets of a message
- Discover your communicative style
- Understanding personality types
- Managing challenging communication
- Active listening

## 2 MESSAGE

- How to write the content of your presentation
- Tips on how to insert your content in PowerPoint

## 3 PRESENCE

- How to use your body language and voice during a presentation

## 4 AUDIENCE MANAGEMENT

- Dos and Don'ts for an excellent management of the audience during a presentation
- How to handle your audience's questions

## 5 SETTING

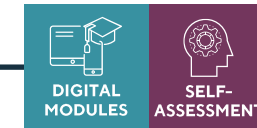- How to manage your presentation in a standing, seated and virtual environment
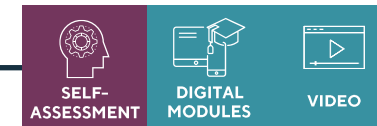
# LEARNING PATH



**WELCOME**
- INTERACTIVE VIDEO

**COMMUNICATION**
- VIDEO
- BEHAVIOURAL ASSESSMENT
- DIGITAL MODULES

**MESSAGE**
- DIGITAL MODULES
- SELF-ASSESSMENT

**SETTING**
- SELF-ASSESSMENT
- DIGITAL MODULES
- VIDEO

**AUDIENCE MANAGEMENT**
- SELF-ASSESSMENT
- DIGITAL MODULES
- VIDEO

**PRESENCE**
- SELF-ASSESSMENT
- DIGITAL MODULES
- VIDEO

**TAKEAWAYS**
- PREPARATION WORKSHEET
- ACTION PLAN

**PATH CERTIFICATION**

Also available including face-to-face or virtual sessions along the path

# CONTENT DESCRIPTION

# WELCOME!

**What's your current level of presentation skills?**

In this step, the participants have the opportunity to test their prior knowledge playing an interactive video. In this scenario-based activity, they give support to Monica, a Product Manager, who is about to deliver a virtual presentation.

Participants follow Monica as she is going through the different steps of the presentation process, from preparation to delivery. Whenever she has a doubt on how to proceed, participants are asked to give her advice by answering a question. By doing so, not only they receive feedback on why the selected answer is correct or wrong, but they also lead Monica to the next step of the process, until they reach the end of her presentation.

# STEP 1: BEING EFFECTIVE WHEN COMMUNICATING

**The power of communication**

Using effective communication is essential for transferring a message correctly and avoid misinterpretations. So... what are the skills that a good communicator should have?

In this step the participants discover more about the many aspects of a message, more specifically they:

- Understand people's different communication profiles and how they express/receive a message

- Understand the importance of active listening

- Learn how to manage challenging communication

# STEP 2: MAKE YOUR MESSAGE POWERFUL

**It's a matter of content and how to present it**

Giving a presentation is a very exciting task! To ensure that the message is clearly communicated, it's helpful to start by taking some time to organize your ideas. Once this is done, you can transfer these ideas to the format of your choice to present them to the audience.

Here the participants learn how to build the content for a presentation and transfer it to PowerPoint, with a focus on:

- Creating an appealing storytelling
- Structuring a powerful presentation
- Keeping the audience's attention high

# STEP 3: MAKE YOUR PRESENCE IRRESISTIBLE

**How to move into the spotlight**

The impact in a presentation comes from the combination of memorable words and body language.

In this step, participants will learn how to:

- Use the body language effectively
- Control and play with the voice, leveraging on emotions and keywords
- Engage the audience from the beginning to the end of the presentation

# STEP 4: MANAGE YOUR AUDIENCE EFFECTIVELY

**Answering questions has never been so easy**

There's a moment when the audience can intervene with a question or a comment. How to handle it?

Here the participants learn how to:

- Prepare in advance for the questions that the audience might ask
- Handle questions and objections during the presentation
- Manage the time for the audience's interventions
- Keep nerves and stress under control when you receive a question

# STEP 5: CREATE A COMFORTABLE SETTING

**Ensuring a comfortable environment for the presentation**

A presentation can be delivered in different settings. It can be a seated presentation (like in a meeting), a standing presentation (in front of a large audience) or a virtual presentation. How to manage the setting to ensure that everything works well?

Here the participants discover how to:

- Prepare the setting before the presentation
- Run a presentation effectively in different settings
- Interact with the audience according to a specific setting