

## Presenting with Impact

Anglais des situations  
professionnelles

Ref. EP  2 jours



### Objectifs

- Define a clear message you want to get across.
- Adapt your style to captivate your audience and make an impact.
- Approach and deliver your presentation in a confident manner.
- Reinforce your message with visual aids.



### Pédagogie

- Work in sub-groups and presentations from the trainer: Interactive plenary sessions.
- Each presentation is filmed and feedback is given by the group, the trainer and the presenter.
- Each participant receives a file.



### Public concerné

Managers, engineers and all persons needing to give a formal presentation in public in English.



### Pré-requis

At least an intermediate level in spoken English.  
Open also to native speakers.



### Préparation

Each participant receives a confirmation of their enrolment 3 weeks before the start of the seminar. This is accompanied by a questionnaire, asking about experience of giving presentations, difficulties encountered, and specific needs relating to the subject. Each participant is asked to prepare a subject beforehand or to bring along a presentation, complete with visual aids, to test in front of the group.



### Et ensuite...

#### Suivi en situation :

- 3 entretiens téléphoniques d'1 heure, avec un formateur, répartis sur 3 mois
  - Ou 2 heures d'entretien en face à face
- Tarif du suivi : 300 € HT

#### Stage complémentaire :

- Succeed in your negotiations.



### Programme

#### Preparing and structuring your presentation

- Determine the questions you need to ask yourself during the preparation phase.
- Define the message and the objective.
- Choosing the appropriate plan according to the objective.
- How do you ensure the audience goes away with the message you intended to give ?
- What to include in the subject, what not to include.

#### Importance of the first three minutes

- How to create a positive first impression and make the audience want to listen to you.
- How do you present your plan and structure the audience's listening.
- Use a strong opening statement to attract the attention of your audience.

#### How to deal with stress before and during a presentation

- How to prepare yourself mentally and create a positive state.
- Assess exactly what's at stake in relation to the presentation.
- Reduce negative stress.

#### Optimising your performance as a speaker

- Train your voice to be dynamic as a speaker: using volume, modulation, speed, rhythm, articulation, pauses and breathing.
- Use your body to maximum effect: coherence and utility of gestures, eye contact, facial expressions, posture, position ...
- How to be congruent in what you say and how you say it.
- What allows you to create a real presence and be noticed ?

#### Handling the audience

- Dealing with difficult participants.
- Answering awkward questions.
- Adapting to cultural differences.

#### Using visual aids

- Use slides as a real visual aid rather than an "aide-mémoire" for the speaker.
- Understanding the rules for clear slides.