

PCS101



PRESENTATION & COMMUNICATION SKILLS

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OBJECTIVE

The course is divided between what good communication is, how to prepare an effective presentation, and delivering your presentation so that you have a persuasive impact on your audience.



CRESTWOOD COLLEGE



Presentation & Communication Skills

The broad learning objective of this course is to develop the awareness, knowledge, skills and attitudes of participants needed to deliver effective professional presentations. The course is designed so that participants understand the theory of good communication prior to preparing and delivering a presentation within a simulated context. The course is divided between what good communication is, how to prepare an effective presentation, and delivering your presentation so that you have a persuasive impact on your audience.

Each participant will be given an opportunity to do a video recorded presentation in front of the class and be given individual feedback on how to continuously practice improving their communication skills back in the business environment. The course will enable you to become a professional presenter.

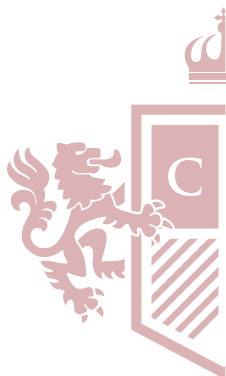
Course Outline

Course will explore:

- The presenter, preparation, visual aids and delivery.

Module1: Effective Communication

- The importance of self-awareness
- Preparation for a positive first impression
- Barriers to effective communication
- The conventional process model
- Communication purposes
- Business communication
- Effective emails, memos



Module 2: Understanding your audience

- The power of deep listening
- Key communication skills
- Non-verbal communication
- Presenting Reports and research
- Communication in meetings

Module 3: Presentation skills

- Your look, posture, gesture, eye contact
- Using tonal Variety
- Speaking with energy
- Presenting your visuals

Non-verbal Communication

Non-verbal communication also impacts on a presentation:

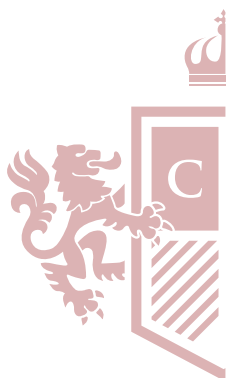
- Tone of voice
- The look on the presenters face
- Posture
- Distance
- Eye contact
- Gestures

From the presenter's perspective body language must not be seen as contrary to the overall message

Using the Voice

The voice carries messages that are not defined by the words used. This is called paralinguage:

- Vocal quality
- Volume
- Pitch
- Rate of speech
- Enunciation / accent
- Pauses



Using the Voice

Most people will respond to a voice that is

- Interesting
- Friendly
- Pleasant
- Natural

The Face

Facial expressions are an integral part of any presentation as it communicates:

- Emotion
- Attitude
- Feelings

As a presenter, you need to make sure that your face does not detract from your message!

Module 4: Delivering your presentation

- Central message
- Brainstorming
- Using a mind map
- Designing your presentation
- Practising and delivering your presentation
- Feedback and evaluation of your presentation

