

COURSE OUTLINE

Presentation Skills for Finance & Investment Professionals

Who is it for?

This workshop is aimed at finance and investment professionals who currently deliver presentations and want to enhance their credibility and impact. Senior managers and anyone looking to polish their personal presentation style will benefit from this course, as will anyone who finds delivering presentations challenging or nerve wracking and wants to be able to deliver powerful presentations that achieve their results.

What is it about?

Effective presentation skills are crucial in being able to communicate your ideas to large numbers of people. This workshop will demonstrate how you can overcome your reservations and deliver powerful presentations with real impact. You will learn how to both structure your content of the clarity and deliver that content for maximum impact. We will also cover the skills will help you to stay in control when you are in the spotlight. The workshop will help you to present with confidence and clarity, dealing with complex questions and difficult members of the audience.

What will it cover?

- The need for accurate planning in your presentation
- The key factors of a successful presenter:
- Rate of Word Delivery and Rate of Idea Presentation
- Identifying a clear objective: inform, engage & move
- Creating structure with the end in mind
- How to structure your presentation ensuring you establish and retain the attention of your audience
- Focusing on quality not quantity
- Managing time
- How to obtain and hold the attention of your audience
- Adapting your style and content to suit your audience
- Notes and prompt cards – the dos and don'ts
- Dealing with pre-delivery nerves
- Creating an introduction with impact
- Identifying the benefits for your audience
- Structuring to create clarity: headlines, body and summary
- Using persuasive language, pauses and silence
- Closing the presentation on a memorable note
- Stance and gesture – looking and feeling credible and confident
- Non-verbal communication – what you say and the way you say it

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- Vocal skills – authority and projection of the voice
- Creating impact - pausing and emphasising
- Two-way presentations – advanced effective listening skills
- How to handle and answer questions
- Questions and interruptions – how to deal with the unexpected without being fazed
- Using visual aids – how they can enhance your presentation without dominating
- Team presentations – how to optimise the delivery by a group
- Dealing with special situations – panels, pitches, interviews, seminars, formal and informal occasions

What will I learn?

- Gain genuine confidence and belief in your public speaking skills
- How to create a clear purpose to your presentation and structure for the desired outcome
- Preparation checklist
- How to gain and maintain the interest of your audience
- Essential skills for handling notes and prompt cards
- How to control your body language and hide your nerves
- Control your speech and become more aware of your vocal capacity
- The skills and the confidence to put your message across in a way that it will be remembered
- How to deal challenging people and situations when presenting
- Audience analysis and how to ensure your core message is received and acted upon
- Tools and techniques to overcome nerves through preparation and planning
- The opportunity to learn from others