

# Presentation Skills Workshop

## Content & Delivery Improvement

The Hill Group's *Presentation Skills Workshop* is designed to improve the presentation and demonstration skills of:

- Salespeople
- Product Marketers
- Conference Speakers
- Management & Executives

And we do it in only four hours.

This workshop has a unique structure that lends itself to learning and improvement no matter the skill level of attendees. Even the most cynical, jaded, and "know-it-all" experts enjoy and benefit from the program. That's why we can

recommend this workshop for veteran presenters who have been with your company for twenty years and for people new to your organization who are still learning the ropes.

Our *Presentation Skills Workshop* is based on a peer-coaching model. This means the groups have to be small; only four to five people per trainer, and everybody's working all of the time. No one is just waiting for their turn. When they're not presenting, they have specific coaching and critiquing assignments so everyone is engaged, contributing and learning.

Our trainers are world-class presenters in their own right. They win speaking awards. They speak around the world to audiences from 10 to 10,000. They're great people; easy to work with, fun to work with, and they know how to help your people become better presenters.

### Workshop Format

This workshop is constructed with a "feet-to-the-fire" philosophy. It is fast-paced and demands the full participation of every presenter. It begins with a best-practices overview presentation.

Participants work in groups of five people to hone the delivery of a ten-minute version of their presentations. Everyone delivers this short version of their presentation twice for their group. Groups work independently, in separate parts of a large meeting room or in smaller breakout rooms.





Every participant makes their presentation to the other people in their group. The "audience" members each have specific critiquing assignments - one verbal, one non-verbal, and one content-related. For example: Jim is first to make his presentation. Mary counts how many "non-words" (ums, ahs, etc.) Jim uses, how well he makes eye contact, and how well his presentation content flows logically. Another member of the group, Mike, reports on his posture, his voice and the appearance of his visual aids. Other audience members have complementary assignments. Each verbal/non-verbal/content assignment set is provided on a handout for the audience members to use as a coaching and teaching aid.

When Jim is finished, the entire group watches and comments on the video, then they review his presentation, with the trainer. Instruction will have been given on providing constructive criticism so attendees can build skills rapidly. Members offer feedback relative to their assigned skill set. Following Jim's debrief, the next person begins his or her presentation, and so on, until everyone has presented. The second round of presentations is done with audience members taking on the roles of the expected "real life" audience. They will interrupt the presenter for clarification, questions, etc. They also continue to give feedback on the presenter's verbal and nonverbal skills.

## Presentation Skill Set

### 1. Presentation Basics

- Clear objectives
- Needs of the audience
- Content-Process model
- Audience participation

### 4. Verbal Skills

- Voice modulation and tempo
- Avoiding non-words
- Using pauses
- Contrast

### 2. Presentation Content

- Presentation structure
- Logic and flow
- Transitions
- Visual aid development

### 5. Non Verbal Skills

- Where to sit/stand
- How to stand and move around
- Audience dynamics
- Gestures and eye contact

### 3. Use of Visual Aids

- Computers and monitors
- Whiteboards
- Projection systems
- Handling your products

### 6. Ending Presentations

- Summarizing
- Handling questions
- Asking for understanding
- Closing

## Logistics

Each group can have its own small room, or can work in the same room if the room is big enough. An area large enough for the entire group to assemble is still needed for parts of the training. The Hill Group provides video cameras to record the presentations. Television monitors (RCA capable) should be supplied by your organization for review of taped presentations.



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