ABB

COURSE DESCRIPTION

W060 – Presentation Techniques – Effectively Informing your Business Partners

Course goal

In today's international business world, presentations are an integral part of the decision-making process. The impact of one single presentation can make or break an important project or a career. The stronger the competition, the more complex the subject matter the more important the personal impression becomes. Confidence and competence are key to a presenter´s success both inside and outside the company. If you run the risk of making a poor presentation you are not only endangering your business, but also your personal image.

Main learning objectives

Participants
- know and apply tools to secure a logical presentation structure
- are able to securely use different presentation media
- deal with interruptions and objections in a confident and secure manner
- analyze their own style and enjoy their presentations
- gain confidence as presenter

Participant profile

This training is suitable for anyone who presents inside or outside the company to groups of four persons or more and would like to learn how to master this situation with more confidence and ease.

Prerequisites

All participants should feel comfortable working with Microsoft PowerPoint.
Please bring your own laptop with you to the training.

Topics
- Audience focus
  Address the needs and interests of your target group and provide solutions
- Presentation Structure
  Get to the point in 5 minutes - clear, compact and logical
- Visual ideas
  Keep it simple, effective and attractive
- Producing visuals
  Layout, color, font – pictures, graphs & diagrams
- Media handling
  Use data projector and flip charts professionally while keeping the focus on the presenter
- Personal impact
  Make a confident and convincing impression
- Interaction
  Involve the audience

Course type

This is a face-to-face class room training with min. 7 and max. 12 participants.

Learning methods and tools

Learning by doing as well as detailed input from a trained presentation professional whose native language is English. Participants receive various types of feedback including video feedback, trainer feedback and peer group feedback. Each participant works on his/her own examples and will use the newly learned structural model to put together their own information based presentation during the training.
Laptop or tablet is required to have access to the e-documentation. Please bring your own device.

Duration

2 days