



Course Outline for Presenting Effectively 'The King's Speech'



What are the overall learning goals?

1. Ensure all presentations achieve a specific 'end in mind' and are tailored to each audience's needs.
2. Be able to structure and package information to raise and maintain attention levels.
3. Demonstrate techniques that strengthen your personal impact and give more power to your message.
4. Deal calmly and confidently with 'difficult' audience members.

What will be covered?

We tailor our content to suit your business culture.

These 2 days, 6 months apart, are highly practical sessions; rich in both peer and tutor feedback. Every opportunity will be offered to practise, practise, practise within a supportive, and enjoyable, environment.

What are the learning objectives?

By the end of this training course you will be able to:

- Prepare thoroughly for a presentation.
- Perform more confidently when presenting.
- Engage the audience more by using fewer words and with a stronger message.
- Give examples of good presenters, bad presenters and why they are.
- Recognise when you are presenting with real influence and when you are not and why.
- Use tools and techniques to increase the strength of your presentations.
- Assess whether the audience are engaged and what to do if they are not.

What are the long term benefits?

To have people with the capability to deliver impactful presentations internally and externally to convey key messages and move things forward.

How MBM makes this 'stick'?

Hopefully the term 'Sticky Learning' has intrigued you, whilst you probably guessed a sense of what it is about. In short Sticky Learning is our own unique blueprint that we have developed to help delegates **Realise** more of what they have learnt, are able to **Recall** more of what they have learnt and **Retain** more of what they have learnt. This is good for our clients because it means that they spend money with us that is better invested than other training providers because the learning is used for longer.

Who is it for?

People who need to make presentations, formal or informal, as part of their role.

What attendees have previously said?

"I loved the days because I was able to share my own presentation and then with constructive feedback from the tutor and the other people, I was able to leave the programme a much better presenter".

What is the course/programme duration?

At MBM we no longer offer 1 day courses due to their limited effect. Our 'Sticky Learning' enables delegates to learn more, learn quicker and learn easier. Our Sticky Learning is a 6 months programme comprising of a Learning To Learn 1/2 day training course, pre-work, a Foundation 1 day training course, and an Advanced 1 day training course, 6 months after the Foundation training course. In between the Foundation training course and the Advanced training course you will be challenged with case studies, video's, research papers and other mediums to encourage you to use your learnings.

How many delegates per course?

Up to 12.

How do we measure your return on investment?

There are many evaluation methods for training, each trying to find the holy grail of return on investment. We use Donald Kirkpatrick's four level training evaluation model because it has stood the test of time, since 1953. This is how we suggest we evaluate our Presentations Skills course for you:

Level 1

On each of the 2 days of the course you are asked for your feedback. This is commonly known as a 'smile sheet'.

Level 2

At the end of the 2 days you are set a test of 10 questions to understand how much of the learning you have absorbed. This is carried out as a 'quiz', but has a serious element around understanding your immediate retention and also because quizzes help makes sure that the learning sticks.

Post the Foundation day you are emailed a questionnaire asking you to:

- Rate how well the Foundation day achieved the learning objectives and why.
- Rate how likely you are to now achieve your individual learning objective and why.
- Rate how much your knowledge has increased and why.

Level 3

At 3 months after the Foundation training course you are emailed a questionnaire asking you to:

- Rate how much you have achieved your individual learning objective and why.
- Rate how much have you improved your effectiveness of your presentations and why.

Level 4

At 6 months, in the advanced training day course, you are asked to identify one example of a change in your presentation behaviour that has led to a bottom line impact.

How do I book?

Contact one of our team on 0870 4424 504 or visit www.makingbusinessmatter.co.uk or email helpme@makingbusinessmatter.co.uk

