



DALE CARNEGIE®

# High Impact Presentations

## Concept

The High Impact Presentations Workshop is aimed at business professionals who have basic skills in hand and are looking to advance their skills. Using video techniques, presentations are recorded, then reviewed privately in order to guarantee the maximum benefit for each participant.

You will gain more skills in these vital areas:

## Presentation Technique:

How to project a more professional image in strategic situations. Developing a more consistently positive reaction from an audience. How to highlight key points/issues. Enhancing your ability to persuade others.

## Clarity of Expression:

Develop clarity and concise expression. How to win the audience over. Break complex material down to its simplest form. Learn to illustrate and clarify points. How to organise the structure and flow of a presentation.

## Personal Presence

How to understand and capitalise on group dynamics. Learn how others perceive you. Use voice modulation, pacing, and tempo to maintain a high level of interest. Excite others to action. Project self assurance.

## Sell Ideas:

Learn the strategy of presenting solutions. How to handle and diffuse challenging questions. Ways to ask for action/decision. Respond quickly and succinctly under pressure. Discover the technique of dealing with an open antagonist whilst maintaining control.

## Freedom of Expression:

Becoming more comfortable thinking on your feet. Saying what we think without causing resentment. Add more excitement to our personality. Reduce intimidation. Disagree without being disagreeable.

## Attitude Control:

Create a positive climate more consistently. Learn to concentrate on the positive traits of others. Make the best of situations. Become a more flexible person.

## Develop Confidence and Poise:

Developing a greater belief in ourselves and our ability. Taking control in pressure situations.

*The High Impact Presentation Course is appropriate for people who present at board level, people who want to become more persuasive, technical people who need to make complex ideas more clearly understood, anyone who must handle questions or respond to very pointed enquiries and people involved in organisations that tender, short list and gain business based on final presentation.*

Visit our website at  
[www.dalecarnegie.co.uk](http://www.dalecarnegie.co.uk)

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## Session by session—at a glance

### Day One

#### Creating a Positive First Impression

Establish a positive first impression.  
Communicate with enhanced credibility.  
Identify personal objectives for the training.  
Develop a rapport with the audience.  
Project professionalism and competency.

#### Representing your Organisation

Communicate with enhanced credibility.  
Present a positive image of your organisation.  
Project enthusiasm.  
Communicate competency with confidence.  
Reinforce an informative message with supportive evidence.

#### Presenting Complex Information

Develop flexibility in making complex material simple and understandable.  
Communicate information in an interesting manner.  
Relate to the audience at their level.  
Follow a logical progression of ideas.  
Develop emotional contact.

### Day Two

#### Communicating with Greater Impact

Develop increased flexibility through the use of expressions, gestures and voice modulation.  
Demonstrate ownership of unfamiliar material.  
Present written material in a captivating manner.  
Improve your delivery of written material.  
Overcome barriers that restrict your flexibility.

#### Motivating Others to Action

Present in a results-orientated way.  
Persuade an audience to take action.  
Offer reliable, verifiable evidence.  
Be motivational, clear and concise.  
Communicate in a convincing manner.

#### Responding to Pressure Situations

Maintain professional composure under pressure.  
Communicate clear, concise, positive messages.  
Sell strategic ideas, self and organisation.  
Communicate competence and confidence.  
Communicate leadership ability to handle stressful situations.

#### Inspiring People to Embrace Change

Logically and emotionally appeal to the audience.  
Use structure to gain the confidence of the audience.  
Be convincing.  
Provide evidence to support recommendations.  
Ask the audience to take action.  
Plan meetings that will get better results.

*The High Impact Presentations Course consists of two full days of training. Companies can enrol their employees — individuals or groups — in this training. In addition, we will customise the presentations curriculum to meet a company's specific business priorities.*

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