Syllabus
Effective Presentation and Communication Skills

Course Objectives

This course is designed to expand the participant’s communication skills through application of the principles of communication science and the psychology of persuasion in a contemporary business setting. Students learn and practice techniques in oral communication, both as individuals, and as team members.

Students are shown how to develop successful communication and message packaging strategies useful in a variety of communication venues including meetings, briefings, interviews, and individual and team presentations. The mechanisms of Speech Apprehension (stage fright) are presented, as well as techniques for management and reduction of this common, debilitating phenomenon.
Session One

Assignments and Activities

Objectives

Participants will be introduced to the unique approach used in *Effective Business Communication*

- Communication is not about you
- Power and limitations of communication
- Realities of communication

Participants will practice the Kennedy Eyes© technique.

Participants will learn how to instantly become a fascinating communicator, how to engage their audience, be memorable and liked as a speaker, and how to control speech anxiety through performing the *Boring to Brilliant©* exercise.

Participants will gain understanding of the power and limitations of oral communication through the *News Story©* demonstration. Insight will be gained into message analysis for optimal delivery mode (oral or written channels).

Participants will explore the many causes, symptoms, impact and techniques of managing *Speech Anxiety and Stage Fright (SA/SF)*.

Exercises

*Boring to Brilliant©*
*News Story©*
*My Favorite Meal*
Session Two

Assignments and Activities

Objectives
Participants will learn basic message packaging and presentation techniques in the Share Your Moment© exercise: capturing audience attention; managing anxiety; applying sensory symbols; speaking from memory and Cold Closing©.

Participants have the opportunity to develop their Share Your Moment© Presentation in a communication laboratory setting.

Participants will gain insight into the value of information exchange in building relationships; in the Three Truths & A Lie© exercise, participants will exchange different levels of personal information to build relationships.

Insight into managing conflict with others in authority will be offered. Participants will learn strategies for overcoming conflict and building strong relationships with supervisors, customers and professors. Participants will learn strategies for developing and delivering persuasive messages.

Participants learn and practice a 7-Step and 3-Step method for Storytelling.

Exercises

My Favorite Meal©
Storytelling
Three Truths and A Lie©

Assign
Share Your Moment© Presentation (Due Session Three)
Session Three
Assignments and Activities

Objectives
Participants will learn about:

- Attention Deficit Trait (ADT)
- Necessity of Sleep to cognitive development and processes
- Speech Anxiety and Stage Fright (SA/SF), and receive practical advice on how to manage these potential impediments to success.

Participants will demonstrate their proficiency and presentation techniques: capturing audience attention; managing anxiety; applying sensory symbols; speaking from memory; and Cold Closing© in the Share Your Moment© Presentation.

Participants will advance their communication skills by coaching.

Participants gain insight into Shyness.

Exercises
Anxiety Management Workshop
Yes...And©
Share Your Moment© Presentations
Share Your Moment© Coaching Workshop
Session Four
Assignments and Activities

Objectives
Participants will learn and practice the Nichols Two-Things® message packaging technique to create a brilliant, memorable, and professional presentation—one listeners are guaranteed to remember—in only five minutes; and they will learn to deliver that message beautifully.

With Team Presentation techniques, participants will create a sense of team, play a team role, and build synergistic credibility with their listeners.

Participants gain insight into Shyness.

Participants lean about cognitive load.

Participants will gain insight into their personal psychological orientation to others through communication: DISC styles.

Exercises
Grand Tanian©

Pitching to Power