

WIN THE AUDIENCE OVER

If our work requires us to come face to face with audiences such as our customers, the office staff, the Board of Directors, government approval bodies and award committees, we must successfully develop the Art of Communication.

When we stand and speak before an audience, our purpose is to win the audience over – to win their TRIPLE A – approval, agreement and acceptance. We can develop our own individual speaking styles to maximize favorable results. We can fine-tune our voice and body language. We can enhance our presentations with visual aids such as PowerPoint and video shows. We can thrill the audience with humor or drama.

Our success lies in how we can energize the audience from start to finish, and end the presentation with an impact that makes us feel like superstars.

Course Outline

- Speaking to an audience with poise and dignity
- Using verbal language and body language in synergy
- Creating audience-friendly presentation scripts
- Creating audience-friendly visual aids
- Energizing the audience with our speaking style
- Enhancing our presentations with visual aids
- Using humour and drama to create impact
- Developing our stage presence