RUTHERFORD MCKAY ASSOCIATES

OVERVIEW

Public Speaking/Presentation Skills Training

Clear communication has an impact

You want trust, not spin
Clear, authentic communication engages with every audience.
They trust it. It's refreshing.
And it's what we do.

www.rmassociates.ca

1. Course Content and Approach

Making an effective presentation isn't just about having good looking slides. Giving an engaging speech isn't only about having a well written text. In both instances, it is also about understanding what you want to achieve, your audiences and, above all, yourself.

This course helps you to be engaging, interesting and comfortable in front of an audience, without having to "put on an act."

Since 2000 RMA has offered participants a blend of theory and practical application, with heavy emphasis on the latter. Each session is based on an actual speech or presentation provided by each participant. It will serve as the content for the participant practice exercises.

"John is friendly and personable. A pleasure to learn from. Nakurmiik! (Thank you)."

"John is a great teacher and very knowledgeable. I was able to learn from my mistakes and build on my strengths. I highly recommend it to others. 10/10"

"Thank you. I've been wanting to do a session like this forever. I've done this on my own but it is great to do it with someone with experience. It is great to see it come alive!!!"

"I now have a 'toolkit' now to increase my confidence and deliver a better presentation."

Course Content and Approach

The session is based on two definitions. The first is our definition of an effective speaker: "To reach clear objectives - you build ideas with your audience - using great content and delivery." The course explores each of these concepts in order.

The second definition comes in part from the *TedTalk* stage. It is the definition of an idea: "A pattern of information that helps you understand and navigate the world. Ideas guide understanding and action." Participants learn about ideas, how to create them, and how to build them in the minds of the audience.

Throughout the day, each participant participates in practice speech/presentation delivery exercises that are video-recorded and by personalized analysis and feedback. These exercises are supplemented instruction and by relevant examples of good presenters and bad, presented on video and discussed by the class.

Training objectives are pursued through a "theory > example > practice > critique" teaching sequence, and our modularized content means that the emphasis and course material can be tailored to needs of the client organization and the participant who will be representing it. The content typically encompasses:

- The definition of an effective speaker/presenter
- How to set meaningful objectives for the presenter *and* the audience
- Ideas - what they are and how to develop and use them as the key themes for you speech or presentation
- How to better understand your audience and tailor your content and delivery accordingly
- How to tell an effective story and structure your content so that audience can follow
- The use of language appropriate to the audience
- Visual aids and speaking notes
- Verbal and non-verbal delivery
- Handling question and answer sessions
- Handling disrupters and distracters

2. Sample Course Agenda

The following agenda can be customized to meet the client's specific needs and focus. Times are approximate based on the size of the class.

9:00   Module 1: Introduction
        Introduction – Objectives/Agenda - Round table - Concerns - Definition of an effective speaker/presenter

9:15   Video recorded exercise
        Participants select a two or three minute excerpt from their presentation and deliver it in front of the class. This is the excerpt they will use throughout the day.

9:45   Module 2: Objectives
        Presenter in Action *(video of a poor presentation) and discussion; setting outputs, outcomes and results for yourself* and *for the audience.*

10:15   Module 3: Ideas
        What is an idea? Video and discussion. What are your ideas? Instruction and written exercise on the subject of messaging.

10:30   Break

10:45   Review of Ideas/Messages written exercise
        Discussion and critique.

11:30   Module 4: Audiences
        Understanding the audience in the room as well as those audiences that may be exposed to your talk through live transmission or through distribution afterwards. Applying that understanding to maximum effect.

12:00   Lunch

1:00   Module 5: The Blueprint (Content)
        Storytelling in Action *(video of a positive example) and discussion - Formats and signposts - Language appropriate to the audience - Visual aids and speaking Notes - Video recorded exercise and review*

1:30   Module 6: Building the Ideas (Delivery)
        Nervousness - Verbal Delivery - Non-verbal Delivery - Video recorded exercise and review

2:45   Break

3:00   Module 7: Discussing the Ideas
        Q&A sessions - Disrupters and Distracters - Video recorded exercise and review

4:00   Summary and Review

3. Course Materials

RMA's course materials include:

- the participants' reference manual;
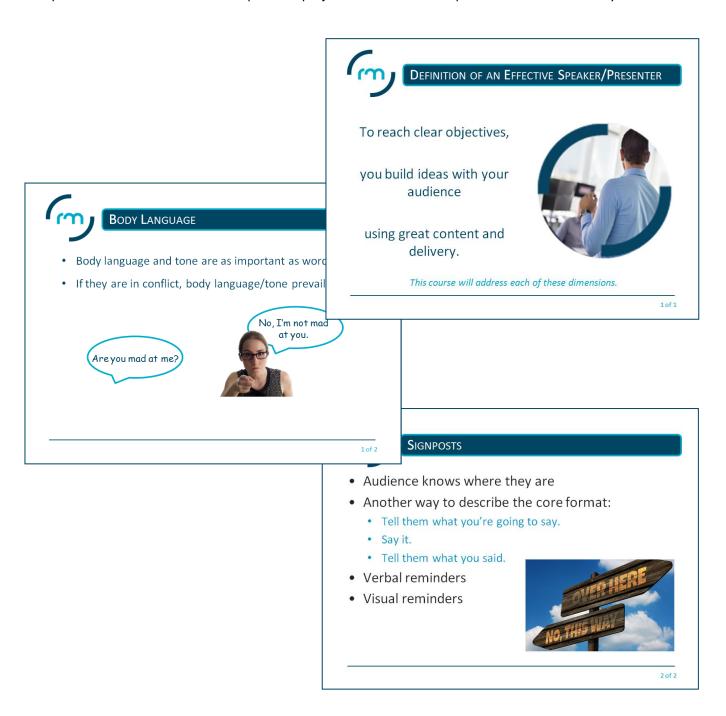- animated presentation slides; and,
- RMA's training videos.

Participant Manual (Samples)

The manual is distributed to all participants at the beginning of the course, along with a trainer biography and an evaluation form. The document provides background information that expands on the content presented in the course modules, and contains links to additional web information.

Sample Animated Presentation Slides

RMA uses a variety of adult learning-based teaching methods, including presentations, reality-based exercises and instructional video. Our presentation slides are animated and dynamic. Because the detailed information is contained in the Participant Manual, the slides are not heavy with excessive text that tries to convey too much information at once. The slides form the basis for the trainer's comments and the group discussion. Again, the sample slides shown below are from previous projects and could be adapted or modified to meet your needs.

DEFINITION OF AN EFFECTIVE SPEAKER/PRESENTER

To reach clear objectives,

you build ideas with your audience

using great content and delivery.

This course will address each of these dimensions.

1 of 1

BODY LANGUAGE

- Body language and tone are as important as word
- If they are in conflict, body language/tone prevail

Are you mad at me?

No, I'm not mad at you.

1 of 2

SIGNPOSTS

- Audience knows where they are
- Another way to describe the core format:
  - Tell them what you're going to say.
  - Say it.
  - Tell them what you said.
- Verbal reminders
- Visual reminders

2 of 2

Training Videos

A series of short training videos are woven throughout the course. They show excerpts of good speeches and presentations, as well as poor ones. The training videos, along with the video recorded practice speeches/presentations by the participants themselves, brings the theory to life.