

**HIGH IMPACT PRESENTATIONS  
Overview**

**INTRODUCTION**

A presentation is a critical business tool. Whether your communication goal is to persuade, sell or inspire, your presentation is what will differentiate you from your competitors. Think of it as the jewel in your crown. When properly executed, your presentation will make you stand out. Your audience will view you as prepared, informed and confident.

High Impact Presentations focuses on structuring an effective presentation that will build credibility, enhance a client relationship and clearly convey your concept. You will explore the optimum use of voice and gesture to create a lasting impression as well as a variety of presentation styles, ranging from a formal speech to a casual meeting or contentious conversation.

Participants are given multiple opportunities to develop and practice innovative presentations. You will be videotaped, evaluated and mentored by an expert until you have achieved the ultimate goal, the ability to deliver a masterful presentation.

The class is small. The environment is supportive. The work is intense. And the results are outstanding. It is experience that makes a marked difference in business results. You'll see measurable gains in better communication, enhanced personal and corporate image, and ultimately, your bottom line.

**COURSE OBJECTIVES**

1. Plan and Organize Professional Presentations
2. Create and Maintain Positive Impressions
3. Be More Natural and Relaxed When Making Presentations
4. Communicate Ideas with Clarity and Force
5. Sell Ideas and Inspire Others

**MATERIALS**

Participant Manual  
*The Quick and Easy Way to Effective Speaking*

**SUPPLEMENTS**

*Dale Carnegie's Golden Book*  
*Speak More Effectively*

**COMPLETION**

Completion of 2 sessions  
Successful completion of assignments

**INSTRUCTION**

Trainers are selected professionals who have completed extensive training before certification is granted. Annual recertification training is required. Participation, coaching and guided discussion is the primary methods of delivery.

**LENGTH**

2 sessions, 8 hours per session (Total hours: 16 hours)

**CLASS SIZE**

10 minimum  
16 maximum



<b>HIGH IMPACT PRESENTATIONS</b>		
<b>Date</b>	<b>Session Title</b>	<b>Learning Objectives</b>
Day 1	1. Creating a Positive First Impression	<ul style="list-style-type: none"> <li>– Establish a positive first impression</li> <li>– Communicate with enhanced credibility</li> <li>– Identify personal objectives for the training</li> <li>– Develop rapport with the audience</li> <li>– Project professionalism and competency</li> </ul>
	2. Representing Your Organization	<ul style="list-style-type: none"> <li>– Communicate with enhanced credibility</li> <li>– Present a positive image of your organization</li> <li>– Project enthusiasm</li> <li>– Communicate competency with confidence</li> <li>– Reinforce an informative message with supportive evidence</li> </ul>
	3. Presenting Complex Information	<ul style="list-style-type: none"> <li>– Develop flexibility in making complex material simple and understandable</li> <li>– Communicate information in an interesting manner</li> <li>– Relate to the audience at their level</li> <li>– Follow a logical progression of ideas</li> <li>– Develop emotional contact</li> </ul>
Day 2	4. Communicating with Greater Impact	<ul style="list-style-type: none"> <li>– Develop increased flexibility through the use of expressions, gestures and voice modulation</li> <li>– Demonstrate ownership of unfamiliar material</li> <li>– Present written material in a captivating manner</li> <li>– Improve our delivery of written material</li> <li>– Overcome barriers that restrict our flexibility</li> </ul>
	5. Motivating Others to Action	<ul style="list-style-type: none"> <li>– Present in a results-oriented way</li> <li>– Persuade an audience to take action</li> <li>– Offer reliable, verifiable evidence</li> <li>– Be motivational, clear and concise</li> <li>– Communicate in a convincing manner</li> </ul>
	6. Responding to Pressure Situations	<ul style="list-style-type: none"> <li>– Maintain professional composure under pressure</li> <li>– Communicate clear, concise, positive messages</li> <li>– Sell strategic ideas, self and organization</li> <li>– Communicate competence and confidence</li> <li>– Communicate leadership ability to handle stressful situations</li> </ul>
	7. Inspiring People to Embrace Change	<ul style="list-style-type: none"> <li>– Logically and emotionally appeal to the audience</li> <li>– Use structure to gain the confidence of the audience</li> <li>– Be convincing</li> <li>– Provide evidence to support recommendations</li> <li>– Ask the audience to take action</li> <li>– Plan meetings that will get better results</li> </ul>



## PUBLIC CLASS TIME SCHEDULE

**DATE:** As per class schedule

**TIME:** 9.00 am – 5.00 pm

**VENUE:** Dale Carnegie of Malaysia Training Center, Phileo Damansara II, Petaling Jaya

**LANGUAGE:** English

**INVESTMENT VALUE:** RM3300 per participant + (6% SST)

