

IBA

Institute of



Business Administration

Karachi

Leadership and Ideas for Tomorrow

HIGH IMPACT PRESENTATION SKILLS

Standing up and reciting information while others passively listen and perhaps take notes is the common traditional presentation style that does not really work to teach, inspire, or motivate an audience. Times have changed. If the only purpose of your presentation is to transfer information, you are better off distributing it in a handout or by email and cancelling the event. An effective presentation aims to change the audience and get them to think or act differently by truly engaging them with a clear focused message, logical arguments and compelling visuals combined with a passionate delivery that evokes emotions.

This two day program will provide a guiding framework to teach others how to design, build and deliver compelling high impact presentations by following simple innovative design concepts from the initial design stage and creating the structure of the presentation to researching and building impeccable slides and visuals as well as ensuring a confident, passionate and professional live delivery.

Course objectives

By the end of this training course participants will be able to:

- Understand the Three principles of presentation.
- Structure a presentation & visuals with focus, clarity and impact.
- Effectively visualize, build, structure and deliver a presentation with focus, engagement and passion.

IBA CEECenter for Executive Education
Institute of Business Administration**March 19 - 20, 2020****| Thursday & Friday |****| 9 am to 5 pm |****@IBA City Campus****Investment: PKR 25,000****(exclusive of 5% tax)****(includes certificate, lunch/refreshment,
business networking)**



TRAINER: AISHA BELA MALIK

As a Management consultant & Corporate Trainer, she helps organisations to solve issues, create value, maximize growth and improve Institution's performance. She provides objective advice and expertise and help an organisation to develop any specialist skills that it may be lacking. She is a visiting faculty at IBA Center of Executive Education as well and is primarily concerned with the strategy, structure, management and operations of a company, She suggests recommendations for change, as well as advising on additional resources to implement solutions. Areas of Expertise include: Personal Development, Leadership Skills, Communication Skills, Soft Skills, Business Strategy, E-business, Financial and Management control, Human Resources, Information Technology, Marketing, Supply-chain Management. She has represented Pakistan as Women Entrepreneur Chairperson in ECO CCI meetings held at Tashqand & Istanbul from the platform of Federation of Pakistan Chambers of Commerce & Industry.

For queries & registrations

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OUTLINE

Module 1

- How well do you communicate dominoes exercise.
 - What makes a great communicator?
- Introduction to the four basic principles of communication.
 - Focus on Behavior, not personality. Be specific.
 - Using "I" Messages and owning your language.

Module 2

- Matching non-verbal communication
 - Discover some truths and myths about body language.
 - Demonstrate body language that engages others.
- Presentation Primer Character, logic & emotion Character.
- 3 Principles of presentation evaluate your presentation –self assessment

Module 3

- Preparing your structure
- Knowing your audience.
- Researching your topic.
- Creating your structure.
 - Visualize your ideas.

Module 4

- Preparing your slides.
 - The function of slides.
- More images and fewer words.
- Fonts, background and contrast.
- Bullets, quotes and using animation.

Module 5

- Preparing yourself.
 - Are you an expert?
- Dealing with your nerves, reactions, fear of the audience
 - Attitude, skills and knowledge

Module 6

- Delivering your presentation. Passion, proximity & participation.
 - Beginning with a PUNCH.
 - Building rapport and addressing questions.
 - The Charisma recipe.
 - Having a powerful ending.