

INTRODUCTION

In today's workplace, professionals are often required to present ideas, proposals, updates and recommendations to different audiences. A strong presentation is not only about sharing information — it is about engaging the audience, influencing understanding, responding with confidence and leaving a clear impression.

ODC's **Advanced Presentation Skills Workshop** is designed to help professionals strengthen their ability to deliver more engaging, persuasive and audience-focused presentations. The workshop equips participants with practical techniques to structure their message, enhance their delivery, apply storytelling, manage difficult presentation situations and handle Q&A effectively.

Through guided practice, constructive critique and facilitated learning activities, participants will gain greater confidence in presenting with purpose, presence and professionalism.

WORKSHOP OBJECTIVES

Upon completing the workshop, participants will be able to:

1. Structure presentations with clear objectives, logical flow and audience-focused messaging.
2. Develop content that is engaging, relevant and easy for the audience to follow.
3. Apply storytelling techniques to make presentations more memorable and persuasive.
4. Strengthen delivery through effective use of voice, pacing, body language, eye contact and presence.
5. Engage the audience through purposeful interaction, questioning and adaptive delivery techniques.
6. Think on their feet and respond professionally to unexpected questions or difficult situations.
7. Handle Q&A sessions with confidence, clarity and composure.
8. Develop a positive presenter mindset to manage nerves and project credibility.
9. Give and receive constructive critique to improve presentation effectiveness.
10. Deliver a presentation and apply feedback to refine content, delivery and audience impact.

TARGET AUDIENCE

Experienced Presenters, Executives or Managers involved in Sales, Management who are required to deliver presentations to stakeholders.

WORKSHOP OUTLINE

Module 1: Architecture of a High-Impact Presentation

Participants will learn how to design a presentation with clear purpose, structure and flow. This module focuses on helping participants clarify their presentation objectives, understand audience expectations and organise key messages for stronger impact.

Key areas covered:

- Clarifying the purpose and desired outcome of a presentation
- Understanding audience needs, interests and concerns
- Structuring presentations with a clear opening, body and conclusion
- Creating a logical flow that supports understanding and decision-making
- Designing key messages that are concise, relevant and memorable

Module 2: Engaging the Audience Through Content and Flow

This module helps participants move beyond information-sharing to audience engagement. Participants will explore how to shape content that captures attention, sustains interest and reinforces key messages throughout the presentation.

Key areas covered:

- Creating audience-centred content
- Using examples, questions and relevant workplace scenarios
- Managing information overload
- Building connection between presenter, message and audience
- Reinforcing key messages clearly and consistently

Module 3: Storytelling for Business Presentations

Storytelling is a powerful tool for helping audiences understand, remember and connect with key messages. This module introduces practical storytelling techniques that can be applied in business presentations.

Key areas covered:

- Why storytelling improves audience attention and recall
- Using stories to explain ideas, changes, challenges and recommendations
- Structuring stories with context, challenge, action and outcome
- Balancing facts, data and stories
- Applying storytelling appropriately in professional presentations

Module 4: Advanced Delivery and Executive Presence

Participants will learn how to strengthen their delivery style and project greater confidence, credibility and professionalism when presenting. This module focuses on practical delivery techniques that enhance personal impact.

Key areas covered:

- Voice control, tone, pace, pause and emphasis
- Body language, posture, movement and eye contact
- Managing slides and visual aids effectively
- Projecting confidence and credibility
- Building executive presence during presentations

Module 5: Thinking on Your Feet and Handling Difficult Situations

Presenters are often required to respond quickly to unexpected questions, interruptions, objections or challenging audience reactions. This module helps participants stay composed and respond professionally under pressure.

Key areas covered:

- Staying calm and composed under pressure
- Responding to unexpected questions or interruptions
- Managing difficult audience members or challenging comments
- Handling disagreement, objections and resistance
- Bridging responses back to key messages

Module 6: Handling Q&A Effectively

This module equips participants with practical techniques to manage Q&A sessions with confidence and control. Participants will learn how to listen, clarify, respond and close answers effectively.

Key areas covered:

- Preparing for likely questions
- Clarifying unclear or complex questions

- Responding clearly and concisely
- Handling questions when the answer is unknown
- Managing time and maintaining control during Q&A
- Closing Q&A with confidence

Module 7: Developing a Successful Presenter Mindset

Confidence and composure play an important role in presentation effectiveness. This module helps participants understand how mindset affects delivery and how to manage nervousness more effectively.

Key areas covered:

- Understanding common presentation fears
- Managing nervousness and self-consciousness
- Building confidence through preparation and practice
- Reframing pressure as positive energy
- Developing composure and resilience during presentations

Module 8: Presentation Practice, Constructive Critique and Refinement

Participants will apply the skills learned through individual presentation practice. Each participant will deliver a short presentation and receive structured feedback from the facilitator and peers.

Key areas covered:

- Individual presentation practice
- Structured observation and constructive feedback
- Identifying strengths and areas for improvement
- Refining presentation structure and delivery
- Applying feedback to improve audience impact

Training Methodology

This workshop adopts a practical and interactive learning approach to help participants translate advanced presentation techniques into workplace application.

The programme combines short lectures, facilitated discussions, demonstrations, individual reflection, presentation practices, peer learning and constructive critique. Participants will have opportunities to practise key techniques, receive feedback and refine their approach in a supportive learning environment.

The emphasis is on practical application, confidence-building and personal presentation improvement, enabling participants to strengthen their ability to present with clarity, credibility and impact

Suggested Workshop Duration

- This course is recommended as a **2-day workshop**.
- For a class size of approximately 10 participants, the 2-day format allows sufficient time for concept learning, skills practice, presentation delivery, structured critique and refinement. This ensures that participants are not only introduced to advanced presentation techniques, but also have the opportunity to apply them and receive meaningful feedback.