

PRESENTATION SKILLS: PUBLIC SPEAKING FOR PROFESSIONALS

Course outline, links, and actions

NO	MODULE	CONTENT	RESOURCES & LINKS MENTIONED	ACTIONS
I. COURSE OVERVIEW				
1	Welcome	<ul style="list-style-type: none"> • Course welcome 	<ul style="list-style-type: none"> • Course Agenda, Resources, and Actions 	<ul style="list-style-type: none"> • Download course resource document
2	Why presentations matter so much	<ul style="list-style-type: none"> • Purpose of presentations • Examples of great presenters 	<ul style="list-style-type: none"> • Al Gore's Inconvenient Truth documentary • Amy Cuddy's TED Talk 	<ul style="list-style-type: none"> • Reflect on what impact becoming a better presenter could have on your career
3	Course overview	<ul style="list-style-type: none"> • Objective • Who this course is for • What you'll gain • Joseph's background & qualifications • Agenda • How to get the most out of the course 	<ul style="list-style-type: none"> • Joseph's full biography • Joseph's career blog • Joseph's career articles in popular press • Career Relaunch podcast • Joseph's email: joseph@josephliu.co • Connect with Joseph on: LinkedIn, Twitter, Facebook, YouTube, Instagram, and Medium. 	<ul style="list-style-type: none"> • Capture #1 challenge with presentations • Identify presentation you want to create or improve
II. DEVELOPING CLEAR CONTENT THAT STANDS OUT				
4	Defining your target audience	<ul style="list-style-type: none"> • Target audience description • Target audience example 	<ul style="list-style-type: none"> • 6 Steps To Decoding Your Target Audience- Forbes • How to Define Your Target Market- Inc • Target Market Examples- Udemy • Target Audience description worksheet 	<ul style="list-style-type: none"> • Create Target Audience description for your presentation



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5	Positioning your content	<ul style="list-style-type: none"> • Mood • Credibility • Approach 	<ul style="list-style-type: none"> • Difference in Rational vs. Emotional Marketing- Chron • Emotional, Rational, or Aspirational?- Wizard of Ads • Thinking vs. Feeling: The Psychology of Advertising- The Atlantic • Worksheet- your unique positioning 	<ul style="list-style-type: none"> • Capture what makes you credible • Capture your unique approach
6	Creating your concept	<ul style="list-style-type: none"> • Objective setting • Organization • Outlining 	<ul style="list-style-type: none"> • Outline View explained- Microsoft • Presentation outline starter on Word 	<ul style="list-style-type: none"> • Capture your presentation outline
7	Content recap	<ul style="list-style-type: none"> • Content development summary 		
III. DESIGNING YOUR PRESENTATION TO MAXIMIZE IMPACT				
8	Structuring your talk	<ul style="list-style-type: none"> • 3 parts to presentation • Call-to-action 		<ul style="list-style-type: none"> • Capture at least one call-to-action in your presentation
9	Creating visual consistency	<ul style="list-style-type: none"> • Brand guidelines examples • Fonts 	<ul style="list-style-type: none"> • 100 brand style guides • Mixfont font pairing tool 	<ul style="list-style-type: none"> • Ensure fonts are consistent • Research company brand guidelines
10	Defining color themes	<ul style="list-style-type: none"> • Color recognition • Color consistency 	<ul style="list-style-type: none"> • Colorlon example color schemes • Learn all about colors- HTML Color Codes • Trending color schemes- Culrs.com • Generate color palettes from photos- Canva.com 	<ul style="list-style-type: none"> • Decide on color scheme
11	Ensuring image consistency	<ul style="list-style-type: none"> • Considering tone • Ensuring consistency • Brand examples 		<ul style="list-style-type: none"> • Ensure images are consistent in tone
12	Designing individual slides	<ul style="list-style-type: none"> • Treat slides like ads • Avoid bullets • Use SmartArt 	<ul style="list-style-type: none"> • Great Presentations Are Like Ads- SlideComet • Convert slide text to SmartArt- Microsoft walkthrough 	<ul style="list-style-type: none"> • Convert bulleted text to smart art

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13	Finding great photos	<ul style="list-style-type: none"> • Pictures trump text • Where to find images 	<ul style="list-style-type: none"> • Creative Commons license overview • 7 regularly used Creative Commons image license types- Wikipedia • Creative Commons vs. Copyrighted material- Work Made For Hire • Where to find creative commons images- ResourceCards.com 	<ul style="list-style-type: none"> • Add some supporting images
14	Building a clear communications hierarchy	<ul style="list-style-type: none"> • Information flow • Eye tracking 	<ul style="list-style-type: none"> • John Lewis ad- Vision One eye tracking research • Applying architecture to package design- Package Design Magazine • Ten guidelines for effective front-panel design- Packaging World 	<ul style="list-style-type: none"> • Ensure slides have clear communications hierarchy
15	Design recap	<ul style="list-style-type: none"> • Recap of designing presentation 		<ul style="list-style-type: none"> • Ensure you've completed design actions
IV. PREPARING YOUR TALK FOR A CONFIDENT DELIVERY				
16	Rehearing content & delivery	<ul style="list-style-type: none"> • Content • Delivery 	<ul style="list-style-type: none"> • The Story Behind Giving My First TEDx Talk- Joseph Liu's blog • 5 Things to Do Before a Big Presentation- Joseph Liu's blog 	<ul style="list-style-type: none"> • What steps did you take to prepare for your best presentation ever?
17	Rehearsing timing	<ul style="list-style-type: none"> • Timing • The myth of over-rehearsal 	<ul style="list-style-type: none"> • Chris Anderson shares tips for giving a killer presentation- TED Blog 	<ul style="list-style-type: none"> • Memorize intro, bio, and agenda
18	Understanding context	<ul style="list-style-type: none"> • Audience profile • Physical environment • Content agenda 		<ul style="list-style-type: none"> • Find details of presentation setting & audience
19	Bringing the right things	<ul style="list-style-type: none"> • Equipment • Backups • Outline 	<ul style="list-style-type: none"> • Joseph's "Things to Bring" checklist 	<ul style="list-style-type: none"> • Download "Things to Bring" checklist
20	Preparation recap	<ul style="list-style-type: none"> • Recap of preparing your presentation 		



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IV. DELIVERING YOUR TALK TO MAXIMIZE AUDIENCE CONNECTION				
21	Staging your talk	<ul style="list-style-type: none"> • Environment becomes your personal brand • Why you should arrive early • 12 steps to follow when setting up 	<ul style="list-style-type: none"> • Staging & Setup Checklist 	<ul style="list-style-type: none"> • What's most challenging part of delivery for you? • Download "Staging & Setup" Checklist
22	Delivering with confidence	<ul style="list-style-type: none"> • How to start • 2 different styles 	<ul style="list-style-type: none"> • Here's How You Should Start and End a Talk- Inc • Speak Like a Pro- Lifehack (starting with a bang) 	<ul style="list-style-type: none"> • Decide on opening hook
23	Remembering that you are the presentation	<ul style="list-style-type: none"> • You are the presentation • Embodying emotion 	<ul style="list-style-type: none"> • Amy Cuddy's TED Talk on body language 	<ul style="list-style-type: none"> • Focus on believing in yourself
24	Strengthening audience connection	<ul style="list-style-type: none"> • Be with your audience • Speak with 1 person at a time 	<ul style="list-style-type: none"> • 7 Little Tricks to Speak in Public with No Fear- Lifehack 	<ul style="list-style-type: none"> • Decide on single, safe audience member to visualize
25	Avoiding common pitfalls	<ul style="list-style-type: none"> • Behaviors • Statements • Questions 		
V. SUMMARY				
26	Wrap-up	<ul style="list-style-type: none"> • Summary 	<ul style="list-style-type: none"> • How to give a killer presentation, Chris Anderson, HBR • Great Presentations Are Like Ads- SlideComet • How to Deliver a TED Talk, book by Jeremey Donovan 	

