



## Business Communication and Presentation Skills

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# Business Communication and Presentation Skills

## Introduction

Communication and presentation skills in the workplace are essential for not only acquiring and keeping a job, but also achieving excellence at workplace. The communication skill is essential for individual and team interaction; following instructions and completing assigned tasks. An effective presentation skill exhibits a number of requirements, including content, structure, packaging, delivery and human touch elements.

This workshop lays out the core principles to understand the communication and to build presentation skills appropriate to a wide variety of situations in which individuals need to perform. It draws on perspectives from psychology, linguistics, sociology, and proven practical experience to help the participants create simple, clear and compelling communication and presentation stances and deliver them effectively. The program involves an active and confidence-building of coaching and fun workshops with an inspiring presentation coach.

## Who should attend?

The course is suitable for anyone who wants to improve the communication and presentation effectiveness at workplace, including salespeople, account managers, business development managers, client service managers, accountants, secretaries, supervisors, line managers, middle level managers, project managers, etc.

## Certificate

**BTS** attendance certificate will be issued to all attendees completing minimum of 80% of the total course duration

## Training Methodology

The programme is carefully designed to address all styles of learning and to fully engage participants through the use of program materials, exercises, case study, role plays, and discussions of relevant organizational issues. Lectures and discussions are either preceded or followed by powerful individual or group exercises.

## Course Objectives:

### The participants will learn how to:

- Achieve results in their communications with others.
- Build collaborative relationships that emphasize trust and respect.
- Communicate effectively using simple, concise and direct language.
- Enhance their active listening skills to anticipate and avoid common misunderstandings.
- Foster cross-cultural communication understanding in their workplace.
- Eliminate the roadblocks that undermine their ability to communicate efficiently and effectively.
- Understand the process of developing presentation
- Develop techniques and practise skills to help them make more effective presentations.
- Understand the importance of preparation.
- Understand the presentation structure.
- Plan and make a presentation.
- Deliver presentations to various levels of audience
- Practise the art of observation and provide feedback on presentation to colleagues.
- Prepare action plan for implementation on return to work.

## Course Outline:

### Introduction & Course Overview

- Course Introduction
- Objectives outline
- Exercise: Extent of Good Presentation
- Review of the Participants' Mock Presentation Tasks:
  - Task 1: Group Presentation
  - Task 2: Individual Presentation

## Part 1: Fundamental Communication Principles

- Clarifying Challenging Aspects of Communication
- What is Good Communicator?
- The Communication Process
- Verbal Communications
- Listening
- Nonverbal Communications
- Communication and Impression Management
- Perception and Self- Awareness
- Communication Determinants
- Johari 'S Window
- SWOT Analysis
- Identifying One's Behaviour; Do's And Don'ts.
- Adopting a Positive Attitude to Accept Feedback From Others
- Identifying Own Attitude, Thoughts & Behaviour Towards Others.
- Exercising Proactive versus Reactive Actions.
- Avoiding Pre-Judgement and Hasty Decision Making
- Skills in Communicating Strengths and Achievements.

## Part 2: Managing Effective Communications

- Active Listening
- Exercise: Are You Listening?
- True Communication
- Communication Methods
- Do's and Don'ts While Communicating with Panelists.
- Controlling Emotions and Feelings While Communicating
- Importance of Tone and Pitch in Verbal Communication
- Understanding Body Language and Gestures and its Role in Communication
- Effective Ways to Answer Interviewer Questions

## Part 3: Preparing Effective Presentations - Making the Case

- The Presentation Itself - Purpose
- What is to be Presented and Why?
- Exercise: Prepare the Purpose of Your Presentation

## Part 4: Defining Your Objectives

- Determining Your Audience's Needs
- Gathering Information
- Strategies and Style
- Getting the Equipment Right (audio-visual aids).
- Exercise: Define the Objectives of Your Presentation

## Part 5: Managing the Presentation Itself

- Making Your Case
- Preparing Your Presentation (Design, Background, Fonts)
- Exercise: How Good You Manage Yourself Presentation?
- Introducing Self
- Posture to be Maintained While Delivering Presentations

## Part 6: The Presentation Structure

- Looking at Structure - The 6Ps
- Handling Questions
- Writing and Delivering the Presentation
- Activity: Applying the 6Ps to Your Presentation

## Part 7: Speaking In Public

- Preparation and Delivery
- Time, Style and Pace
- Humour and Visual Aids
- Activity: Applying the 6Ps to Your Presentation

## Part 8: Handling The Audience

- Coping With Hostility and Conflict
- Exercise: How Assertive Are You?

## Part 9: Practical Scenarios

- Exercise: Role play - Observation and Feedback
- Assessing Your Presentation Skills
- Evaluating How Good are Your Presentation Skills

## Part 10: Delivering Your Presentation Tasks & Course Review

- Delivery of Your Presentation Tasks - (Each participant to prepare and deliver mock presentation)
- Your Action Plan Review

- Review of the Course
- Objectives Assessed
- Open Forum