

PROGRAM MODULES

UNDERSTANDING YOUR AUDIENCE	<ul style="list-style-type: none">▪ Discuss criteria for determining the precise needs of an audience, so that the messages and objectives being presented resonate and reflect their specific needs and concerns.
ORGANIZING & STRUCTURING YOUR PRESENTATION, FROM CLOSING TO OPENING	<ul style="list-style-type: none">▪ Learn the fundamentals to methodically structure a presentation using RHA's proven format: setting your objectives, establishing the key messages and their salient supporting points, developing relevant and sensible connecting content (bridges and segues), and a clearly established resolution or call-to-action.
PREPARING RELEVANT, MEMORABLE MESSAGES	<ul style="list-style-type: none">▪ Learn to systematically develop concise, thought-provoking messages that clearly support the audience's defined requirements and expectations, and thus, involve them as vital, active participants.
CREATING AN APPROPRIATE DELIVERY TOOL FOR MAXIMUM RESULTS	<ul style="list-style-type: none">▪ Discover the benefits and techniques for using a well-structured delivery tool that keeps you both focused on and on-track with your pre-planned presentation, and connected with your audience.
REFINING & EFFECTIVELY USING NOTES	<ul style="list-style-type: none">▪ Learn how to create and use notes in a disciplined manner to guarantee that all your points are covered in a well-planned sequence and delivered in a natural and relaxed manner.
EXPLORING DELIVERY TECHNIQUES	<ul style="list-style-type: none">▪ Stretch your comfort zones, while experimenting with different communication techniques and approaches. Using them effectively will breathe life and enthusiasm into your presentations, and empower you to deliver your messages in a confident, relaxed, conversational manner, and encourage a more meaningful relationship with an audience.
COMMUNICATION PRINCIPLES	<ul style="list-style-type: none">▪ Explore how to use the basic principles every day to get your messages across consistently in spontaneous speaking situations, by gaining an insight into your own natural, existing communication strengths.
USING VISUALS THE RIGHT WAY	<ul style="list-style-type: none">▪ Learn how to select clear, concise visuals that enhance and reinforce your messages, and how to seamlessly blend them into your presentations without overwhelming or distracting your audience from hearing the message.
PRINCIPLES AT WORK	<ul style="list-style-type: none">▪ Demonstrate your grasp of the principles, using selected corporate messages. Strength of message and content development are discussed, along with how to cultivate your speaking ability into an everyday life-skill.
SHOW US WHAT YOU'VE LEARNED	<ul style="list-style-type: none">▪ Demonstrate your new proficiency, by redelivering your initial presentation. Use reorganized notes, clear objectives, memorable messages, supporting visuals, and a natural, relaxed delivery.
THINKING ON YOUR FEET DURING Q&A	<ul style="list-style-type: none">▪ Practise applying the communication principles and techniques in an interactive role-play environment to develop a comfort level during Q&A to promote a more successful, interactive dialogue with your audience: how to listen to and respond to each specific question asked, clarify critical concerns, and reinforce key messages and benefits for your audience.
