INTRODUCTION

This second residential module concentrates on the learning and development of skills needed in a context of social interaction with different stakeholders (clients, superiors, project team members, direct reports, etc). In particular, the module focuses on how to deliver effective business presentations that guarantee high levels of impact and influence on different types of audiences.

Our commitment is, once again, to contribute to your personal and professional development.

AIMS

By the end of the module the participants will have developed skills related to:

1. The preparation and structuring of business presentations.
2. The control and effective use of body language and audio-visual aids to sustain the message.
3. How to open and to finish appropriately a presentation.
5. The right use of verbal language in front of different audiences.
6. The use of graphics, images and metaphors to keep the audience's attention.

METHODOLOGY

The learning process is based on the principle of learning by doing, considered the most effective way to improve professional skills. After short conceptual introductions the participants will practice their skills holding different types of presentations. Learning is reinforced through feedback from the teacher, participants and video-analysis.

EVALUATION

The evaluation of this module breaks down in the following way:

a) 30% professional performance

b) 30% acquired skills (presentations on the 2nd day)
c) 40% written assignment (observation sheet of a presentation observed from a video)

No matter how high the evaluation on the participation may be, in order to get a passing grade on the subject, the participant needs to pass the performance on presentation skills.

BIBLIOGRAPHY

- The exceptional presenter Tomothy J. Koegel USA Greenleaf Book Group Press 2007
- Presentation Zen: Simple Ideas on Presentation Design and Delivery. 2008 Garr Reynolds
- What EveryBody is saying - Non Verbal Communication - Joe Navarro
- The Seven Minute Star: Become a great speaker in 15 simple steps 2010 Florian Mueck