

# Advanced Communication & Public Speaking for Leaders and Managers

## Communication Masterclass Three-Days Course

Many studies have found that public speaking is the number one fear amongst most people, outranking flying, snakes, insects, and even death. Ironically, it is also one of the skills that can make or break a person's career. Your participants will be provided with a robust set of skills that will complement their current presentation skill set.

The Communication & Presentation Masterclass will give participants some presentation skills that will make speaking in public less terrifying and more enjoyable. This workshop includes topics that participants can look forward to, including creating a compelling program, using various types of visual aids, and engaging the audience.

### Course Objectives:

- Perform a needs analysis and prepare an outline
- Select presentation delivery methods
- Practice verbal and non-verbal communication skills
- Knockdown nervousness
- Develop and use flip charts with color
- Create targeted PowerPoint presentations
- Utilize white boarding for reinforcement

- Describe how video and audio enhance a presentation and list criteria for determining what types to use
- Enrich the learning experience with humor, questions, and discussion.

### Target Audience

Employees at all levels.

### Day 1 Outline

#### 1) Creating the Program

Performing a Needs Analysis  
Writing the Basic Outline  
Researching, Writing, and Editing

#### 2) Choosing Your Delivery Methods

Basic Methods  
Advanced Methods  
Basic Criteria to Consider

#### 3) Verbal Communication Skills

Listening and Hearing: They Aren't the Same Thing  
Asking Questions  
Communicating with Power

#### 4) Non-Verbal Communication Skills

Body Language  
Gestures  
The Signals You Send to Others  
It's Not What You Say, It's How You Say It

#### 5) Overcoming Nervousness

Preparing Mentally  
Physical Relaxation Techniques  
Appearing Confident in Front of the Crowd

#### 6) Creating Fantastic Flip Charts

Required Tools  
The Advantages of Pre-Writing  
Using Colors Appropriately  
Creating a Plan B

#### 7) Creating Compelling PowerPoint Presentations

Required Tools  
Tips and Tricks  
Creating a Plan B

#### 8) Wow Them with the Whiteboard

Traditional and Electronic Whiteboards  
Required Tools  
Using Colors Appropriately  
Creating a Plan B

#### 9) Vibrant Videos and Amazing Audio

Required Tools  
Tips and Tricks  
Creating a Plan B

#### 10) Pumping it Up a Notch

Make Them Laugh a Little  
Encouraging Discussion  
Dealing with Questions



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### Day 2 Outline

#### 1) Identifying Your Audience

Performing a Needs Analysis  
Creating an Audience Profile  
Identifying Key Questions and Concerns

#### 2) Creating a Basic Outline

Outlining the Situation  
Identifying the Task That Had to Be Performed  
Listing the Actions You Took  
Revealing the Results

#### 3) Organizing the Program

Making Organization Easy  
Organizational Methods  
Classifying and Categorizing

#### 4) Fleshing It Out

Identifying Appropriate Sources  
Establishing Credibility  
The Importance of Citations

#### 5) Putting It All Together

Writing Your Presentation  
Adding a Plan B  
Reviewing, Editing, and Rewriting

#### 6) Being Prepared

Checking Out the Venue  
Gathering Materials  
A 24 Hour Checklist

#### 7) Presentation & Delivering Your Speech (I)

Starting on the Right Foot  
Using Visual Aids  
Checking the Volume of Your Voice

#### 8) Presentation & Delivering Your Speech (II)

Adjusting on the Fly  
Gauging Whether Breaks Are Required  
Wrapping Up and Winding Down

#### 9) Questions and Answers

Ground Rules  
Answering Questions That Sound Like an Attack  
Dealing with Complex Questions

### Day 3 Outline

Full-Day of Presentations and Evaluations

**For any clarification or question, please don't hesitate to contact us at:**

**Email: [registrations@instog.com](mailto:registrations@instog.com)**

**Thank You**