Global Learning
BYCEGOS®

Creating and Delivering Powerful Presentations
Mastering the Art of Public Speaking

How can you make your material and your message as effective as possible for powerful presentations?

What techniques will help you capture and hold your audience's attention, and get your key messages across?

Learn how to blend form and content, and become a communication strategist!
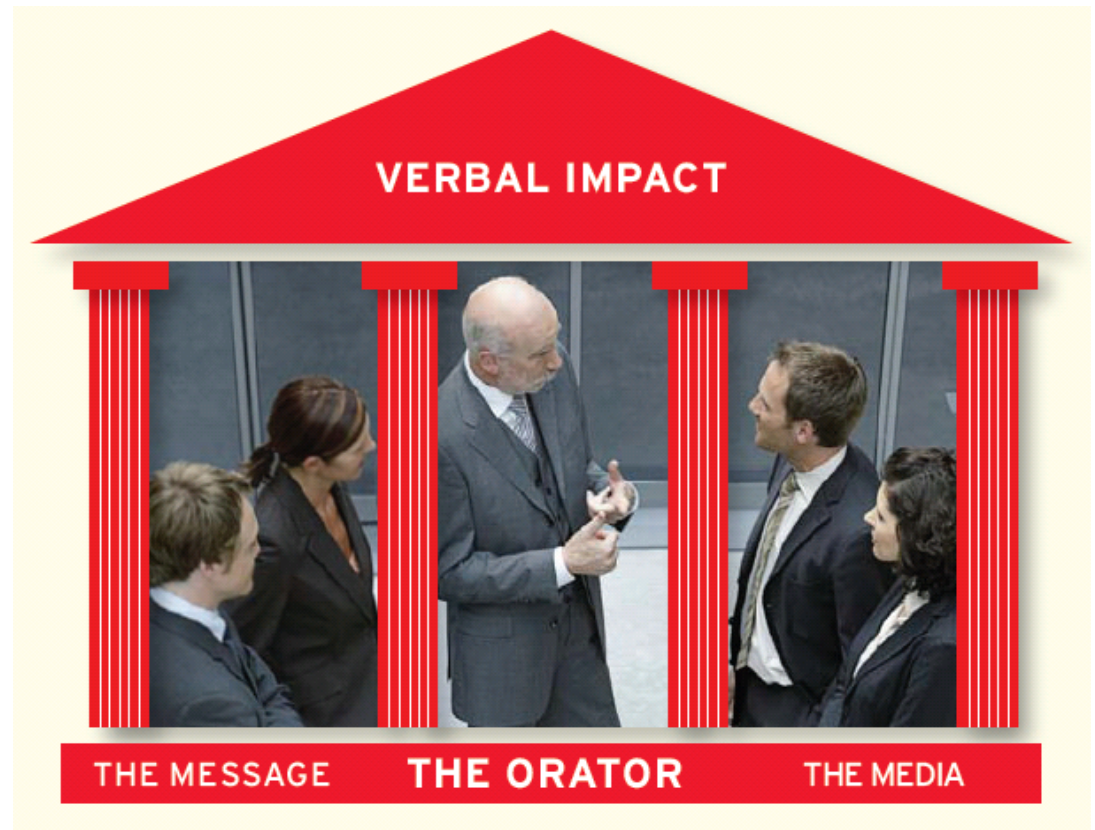
Who can benefit:

- Manager.

If you want to…

- **Give** your oral presentations greater impact
- **Structure** a global message that hits home
- **Align** your speech and behaviour with the company's image
- **Innovate** in your choice of materials.

…Then this course is for you.

Model which guided the course design

1) Current best practice in the subject reflects a return to the principles of rhetoric, persuasive techniques and communication strategy

2) Use these principles in conjunction with methods borrowed from the theatre - Comedia Del Arte, Japanese noh theatre and Actors Studio - to work on the form, discover your communication style and fine-tune your delivery

3) Develop your personal impact so that you can win over your audience and make a distinctive impression with your presentation

Your training path
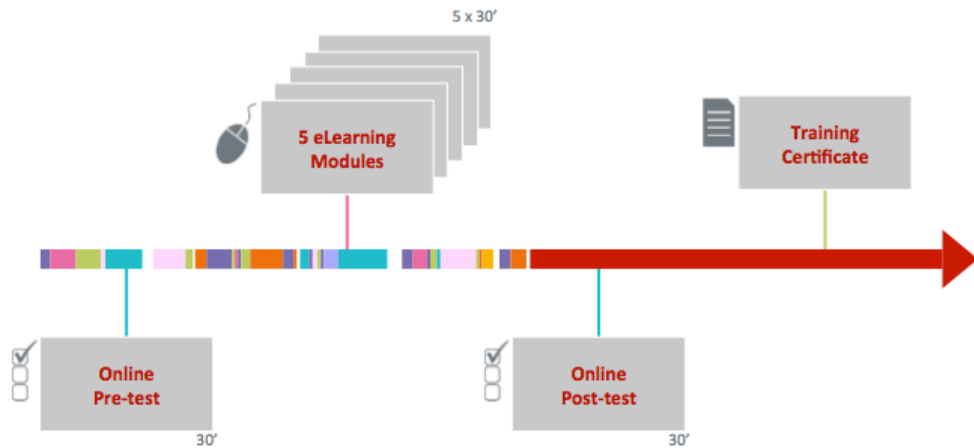
Knowledge self-assessment

Identify your communication's style
eLearning module 1

- Being aware that there are several communication styles.
- Understanding how to distinguish between styles, their similarities and differences.
- Identifying your dominant style.
- Developing a flexible approach in communication situations.

Successfully adapt your message
eLearning module 2

- Identifying the main situations in which public speaking in required within a company.
- Gaining an aerial overview of the situation to help identify the target audience, what is at stake and the context.
- Adapting your message for different situations.

Your training path (continued)

Adopt a winning style
eLearning module 3

- Learning the basic concepts of non-verbal communication.
- Identifying whether another person is open or closed.
- Deciphering unspoken messages and untruths.
- Deciphering signals from an audience and adjusting your communication accordingly.

Evade trick questions at meetings
eLearning module 4

- Handling situations in which speaking is difficult.
- Asserting yourself without being aggressive.
- Choosing the right rephrasing technique.
- Answering questions.
- Developing fast reflexes.

Master «cyber communications»
eLearning module 5

- Identifying the new cyber communication tools.
- Adopting good practices and avoiding the pitfalls.
- Learning about the inherent limitations and risks associated with communication technologies.

Progress self-assessment

Personalized support throughout your course

- You can track your progress through the course on the web platform
- A technical hotline is available weekdays to make sure your course runs smoothly: elearning@cegos.ch

Evaluation and Certification

Evaluation

Online pre-test: diagnostic evaluation before the eLearning modules

- 10 random questions from all the eLearning modules to diagnose previous knowledge. Can only be taken once. Results do not count.

Online post-test: final evaluation after the eLearning modules

- 10 random questions from all the eLearning modules to assess the achievement of the learning outcomes. Can be taken many times and records the best score.

Certification

In order to obtain your training certificate, you must complete all the eLearning modules and obtain **a score of at least 80%** on the online post-test.