BLACKBIRD FOR TRAINING

Professional presentation design

22 – 26 August 2027
Cairo (Egypt)



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Ref: 3217_290758 **Date:** 22 – 26 August 2027 **Location:** Cairo (Egypt) **Fees:** 4200 GBP

Introduction

In this course, participants will learn the differences between various communication styles and develop a Win-Win mindset to become effective in any situation. By using the four pillars of communication, participants will gain the skills to determine the outcomes they want from any situation through influencing and persuasion. They will also build rapport, track their progress, and remain flexible to adapt to changes. Additionally, participants will identify common communication failures and learn practical solutions to resolve them.

Being an effective communicator and influencer also requires confidence and professionalism when presenting. In this course, participants will receive live coaching on their presentation style, learning best practices for using their voice, body movements, and word choice. Through repetition, they will gradually build their confidence. The course will also teach participants how to structure a well-organized presentation and interact professionally with visual aids like PowerPoint.

Course Objectives

- Utilize the four pillars of effective communication to communicate more impactfully.
- Handle difficult conversations confidently without feeling guilty.
- Apply a Win-Win mindset to assert yourself in conversations.
- Design and deliver an impactful, professional presentation.
- Overcome anxiety and gain confidence in presenting.
- Enhance professional communication skills for managing projects with project managers and department heads.

Course Outlines

Day 1: The Four Pillars of Effective Communication

- Know your outcome: How to set clear communication goals.
- Building rapport quickly and easily: Techniques to establish trust from the outset.
- Sensory acuity and its importance: Understanding body language and non-verbal cues.
- Flexibility & Change: Adapting to different communication styles.
- The 3 channels of communication: Utilizing voice, gestures, and body language.
- Identifying preferred communication styles: Recognizing your own style and others' preferences.



Day 2: Handling Difficult Conversations

- Using the ACHE model to diffuse tension: Practical techniques to manage tough conversations.
- Giving honest feedback: How to provide feedback constructively.
- Preparing for typical responses to feedback: Anticipating and handling reactions.
- The Win-Win mindset: How to embrace this approach for assertiveness.
- Passive, assertive, and aggressive behaviors: How to assert yourself effectively.
- Exploring the Life Positions model: Understanding the dynamics of communication.

Day 3: Designing a Professional Presentation

- The 5 key elements of a strong presentation.
- What problem?: How to clearly define the problem your presentation addresses.
- PowerPoint: Uses and flaws: How to effectively utilize PowerPoint for your presentations.
- Other presentation methods: Exploring alternative ways to present.
- Simplicity in design: The importance of keeping designs clean and focused.
- Logical arrangement of slides: Structuring your slides for coherence.
- Using illustrations: How images support your message.
- Design continuity between slides: Ensuring visual consistency throughout.
- Avoid verbosity: How to keep your message concise.
- Use of charts and colors: Enhancing understanding with visuals and color coordination.
- Linking Excel and Word files with PowerPoint: How to integrate documents into your presentation.

Day 4: Delivering an Impactful Presentation

- The 3 channels of communication in presenting: How to engage through voice, body language, and words.
- Posture: Using your body to convey confidence.
- Legs, feet, arms, and hands: Gestures that reinforce your message.
- Gestures: Effectively using hand movements to support your presentation.
- Presenting without notes or props: Developing confidence to speak freely.
- Using your voice: How to use tone, pace, and inflection for impact.
- Facial expressions: Conveying emotions through your face.
- Words and tone: How word choice and voice tone affect engagement.
- Interacting with the audience: Creating a connection through verbal and non-verbal communication.

Day 5: Overcoming Anxiety when Presenting

- Planning and preparation: The key to reducing nervousness.
- Rehearsal: The importance of practicing your presentation.
- Top tips for calming nerves: Techniques to manage anxiety before and during your presentation.
- Visualizing success: The power of mental preparation for confidence.
- Powerful communication skills: How small adjustments can make big changes.
- Understanding perceptions and how we create them: Knowing how your communication is perceived.
- Staying calm in a crisis: Techniques to maintain composure under pressure.



Why Attend this Course: Wins & Losses!

- If you want to design professional presentations that captivate your audience, this course is perfect for you.
- Learn advanced presentation design techniques that will help you create impactful presentations using PowerPoint and other tools.
- Enhance your professional presentation skills to communicate confidently and persuasively.
- This course offers hands-on practice with PowerPoint design and strategies to deliver your message clearly and effectively.
- Whether you're looking to improve presentation design or boost your presentation delivery skills, this course will provide you with the tools to succeed.

Conclusion

This course equips you with essential skills for creating and delivering professional presentations. From mastering PowerPoint design to perfecting your presentation delivery techniques, you will gain the confidence and ability to impress your audience every time. With a focus on the best presentation practices, you will leave this course ready to deliver high-impact presentations that will take your career to the next level.

