

# Building Convincing and Persuasive Presentations

## What will you learn?

- Deliver a clear message
- Adapt your speech to your audience
- Manage your body language effectively
- Focus on your own speaking style
- Leverage visual aids to support your message

## Why should you take this course?

This course is for you if you are looking to refine your presentation structure, content and style. You will learn how to present at your best and inspire confidence while avoiding common mistakes. Adjusting the presentation to your audiences may very well make the difference between success and failure.

## Overview and Course Content

Throughout your professional life, you have to analyze, present and/or write up business situations in a number of different areas. This course offers a structured process to allow your audience to follow your thought process thus increasing your presentation's overall effectiveness. You will leave with the tools necessary to make strong and convincing arguments when presenting to your clients, colleagues or superiors.

### Define Your Message

- Be clear as to the type of presentation you are making
- Frame and build a business case

### Structure Your Presentation

- Sequence your ideas and messages
- Use the right template and review your decision criteria

### Understand Your Audience

- Target your message
- Tell a compelling story
- Capture people's attention

### Influence Your Audience Effectively

- Build your personal credibility
- Persuade, sell and influence
- Inspire others with the proper attitude

### Create Impact

- Select impactful messages, mediums and visuals
- Apply effective techniques and keep it simple

### Manage Your Stress Level

- Respond to questions effectively
- Reduce stress by being prepared



## Who is your instructor?

**Richard Donovan**, Professor of Practice in Management, is an authority in making persuasive business recommendations and presentations, and has co-directed top-calibre McGill teams in worldwide case competitions; he has won outstanding teaching awards at McGill and was listed in MacLean's Guide to Canadian Universities for his popularity as a professor.