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# Delivering Convincing Presentations

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National Competency Standard (BSB07)  
BSBCMM401A Make a presentation



## Aim

This course uses a mixture of theory, practical exercises and 'on your feet' public speaking to teach participants how to prepare and deliver convincing presentations.

## Audience

This course is aimed at anyone who needs to prepare and deliver workplace or public presentations.

## Duration

One day.

## Course Outcomes

1. Understand presentation basics.
2. Identify a clear message.
3. Create interesting content.
4. Develop a logical presentation structure.
5. Develop effective visual aids.
6. Overcome nerves.
7. Capture and retain audience enthusiasm.
8. Deal with questions.

## Optional Assessment

**This is a nationally recognised training program.** Participants who successfully complete the optional assessment component of this course will receive a Statement of Attainment for the unit of competency outlined above. The assessment comprises a case study assignment designed to demonstrate competence. Participants who choose not to be assessed will receive a Certificate of Attendance.

## Course Content

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### About this course

#### The basics

- Types of presentations
- What makes a great presenter?
- What makes a great presentation?
- Self-assessment of presentation skills
- Demonstration of presentation skills
- Presentation skills – analysis guide

#### Preparation checklist

#### Identify the message

- Identify key message and outcomes

#### Identify the content

- Brainstorming
- Lateral thinking
- Mind mapping
- Research your topic
- How much time should you spend preparing?

#### Organise the content

#### Choose a structure

- Sequential argument
- Hierarchical decomposition
- Question orientated

- Top down
- Sandwich

### **Flesh out the content**

- Develop a strong start
- Maintain audience interest
- Use questioning to maintain audience interest
- Achieve continuity
- Ensure understanding
- Develop a strong finish

### **Develop audio-visuals**

- The characteristics of effective slides
- Using text on slides
- Using images on slides
- Using build sequences on slides

### **Speaker's notes**

### **Audience handouts**

### **Check the venue**

### **Rehearse**

### **On the day**

- Equipment preparation
- Mental rehearsal
- Dress
- Venue set-up

### **Delivering the presentation**

- Your objective
- Dealing with nerves
- Getting your message across
- Personal demeanour
- Eye contact
- The voice
- Movement and gesture
- Use of visual aids
- Spontaneity
- Handling questions
- Feedback – how did you go?

### **Appendix 1 – Preparation checklist**

### **Appendix 2 – PowerPoint slides**