High-Impact Presentations

Plan, structure and deliver persuasive presentations with confidence, in person and online.

DURATION	FORMAT	LEVEL
15 hours	Onsite, online or hybrid	Foundation

About this programme

A practical presentation skills programme covering audience analysis, structure and storytelling, voice and body language, managing nerves, visual aids, Q&A and virtual delivery, with practice and feedback throughout.

Who it is for: Managers, client-facing professionals, technical experts and anyone who presents

What your team will be able to do

- Analyse your audience and define a clear objective
- Structure a presentation with a strong opening and a memorable close
- Deliver with a confident voice, body language and presence
- Design visual aids and use stories that make data land
- Handle Q&A and present effectively in virtual settings

Before you start

- None
- Bring a presentation you will give soon, to work on in class

Course outline

1. Planning and structuring

- Understanding your audience
- Defining your objective: persuade, inform or motivate
- Structuring for impact with storytelling frameworks
- Designing concise, compelling content

2. Delivering with confidence

- Voice: tone, pitch, pace and articulation
- Body language, gestures and eye contact
- Managing nerves
- Stage presence and building credibility

3. Engaging the audience

- Audience interaction: questions, polls and discussion
- Designing effective slides and data visuals
- Telling stories
- Handling Q&A and difficult questions

4. Advanced situations

- Impromptu speaking
- Presenting to senior management, clients and large audiences
- Virtual and hybrid presentations
- Giving and receiving feedback

Sample schedule

2 days onsite, or 4 half-day sessions online. We fit days and session lengths to your team's calendar.

Day 1	8 h	Planning and structuring; Delivering with confidence; Engaging the audience
Day 2	7 h	Engaging the audience (continued); Advanced situations

Assessment and certification

How learning is checked

- A self-assessment before and after the programme
- Case work, role-plays and exercises with feedback from the trainer
- A personal action plan that each participant presents at the end

Certificate and exams

- Participants who complete the programme receive a Cognitive Networks AI certificate of completion.

Formats and cohort size

- Onsite: At your office or a venue you choose, in full days.
- Online, live: Instructor-led over video, usually in half-day sessions so people can keep up with work.
- Hybrid: Some days in a room together, the rest online. Useful when a team works across cities.

Cohort size: 15 to 30 people per trainer. Larger teams run as parallel cohorts on the same outline, so everyone learns the same thing.

Pricing: We quote per cohort, based on duration, format and number of cohorts. There is no per-seat price list: tell us your team and we send a proposal within one business day.

Bring this programme to your team

Request a proposal at cognitivenetworks.ai/contact?programme=high-impact-presentations

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