

Presentation Skills



The
HAYES GROUP
INTERNATIONAL, INC.

VALUE OF VIDEO SKILL DEVELOPMENT

Studies show that learning by practice greatly increases skill development. Additionally, the use of video-recording enables a participant to see themselves, adds a dimension that cannot be captured in any other way. Participants repeatedly respond to the videotaping as the activity that has the most impact.

Over the past 32 years, The Hayes Group has used their special video recorded skill development method with over 160,000 workshop participants. This experience, coupled with in-depth, research about how people apply what they learn back on the job, has demonstrated that the Hayes method truly does help people make positive changes in their presentation skills.

Day 1:

1. **OVERCOMING ANXIETY ASSOCIATED WITH MAKING PRESENTATIONS.** Participants learn to use any anxiety in a positive way – actually helping them with their presentation..
2. **ANALYZING THE AUDIENCE.** Participants learn to use specific processes to analyze their audience – things that guide them in what they say, how they say it, and what they use as supporting material.
3. **ORGANIZING THE PRESENTATION.** Learn how to best organize a presentation for the specific audience, choose the best presentation design, and be more interesting and persuasive.
4. **USING EFFECTIVE SUPPORTING MATERIALS.** Participants learn to include the *most effective* support materials both in the choice of what they use and how they use it.
5. **DELIVERING THE PRESENTATION.** Participants learn multiple options for delivering the message. The Video Recorded *Skill Practice* sessions provide feedback to the participant and enable them to adjust their presentation behaviors where such is necessary.
6. **USING VISUAL AIDS.** In this day of sophisticated power points, the participant learns what really works – and what doesn't.
7. **HANDLING QUESTIONS.** Participants learn how to anticipate questions, and keys for effectively answering them..

Day 2:

This day is devoted entirely to "Learning Through Doing," with each participant practicing in two separate *Filmed Skill Practice* sessions. Each person uses his/her own real world situations during the practice sessions to apply the principles learned in Day One of the workshop. These sessions include video recording with small group playback and analysis. The trainer-to-participant ratio in the skill practice groups is 1 to 5.



Merwyn A. Hayes, Ph.D.

Merwyn is CEO and President of The Hayes Group International. From his doctoral work around communications and presentations over 40 years ago, to his present teaching and writing he has written, taught, and practiced making effective presentations.. He has co-authored two books on leadership, *The Belief System: A Practical Approach to Motivation* and *Give to Get Leadership*.

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