

STRUCTURED COMMUNICATION & HIGH IMPACT PRESENTATIONS

A. COURSE OBJECTIVES

- To enhance your written and verbal communication with your stakeholders, focusing on impact, brevity and clarity in communication
- To enhance your presentation skills - create presentations that get the key messages across in an impactful way
- To enable you to modify your communication approach, depending on the context

B. COURSE CONTENT

No	Module	Description
	Course Introduction	Context setting; introductions; participant expectations; course objectives, key communication challenges; course methods, schedule and rules
1	Structure in Communication	The need for structure in communication; The Pyramid Principle; Practice exercises in application of The Pyramid Principle; Alternate communication approaches (key message first or last) criteria for selection of approach, given the context.
2	Creating High Impact Presentations	Elements of effective presentations (content, structure & flow, visual appeal); Tips & guidelines for high impact presentation creation
3	Presentation Activity	Application of effective presentation guidelines requiring participants to create a presentation, which will be reviewed by the faculty in class.
4	Delivering High Impact Presentations	Tips & guidelines for delivering with impact
	Course Wrap Up	Learning summary; Key action points; Course feedback and closure.

C. COURSE AGENDA

No	Session	Time
	Course Introduction	09:00 AM – 09:30 AM
1	Structure in Communication	09:30 AM - 11:00 AM
	Tea Break	11:00 AM - 11:15 AM
2	Creating High Impact Presentations	11:15 AM – 01:00 PM
	Lunch Break	01:00 PM – 02:00 PM
3	Presentation Activity	02:00 PM – 04:15 PM
	Tea Break	04:15 PM - 04:30 PM
4	Delivering High Impact Presentations	04:30 PM - 05:30 PM
	Course Wrap Up	05:30 PM - 06:00 PM