

Optimize Your Public Speaking and Enhance Your Presentations

Description

Speaking in public has become an essential lever for advancing your career and increasing your professional impact. Yet even experienced professionals may feel pressure when it comes to convincing an audience, presenting a strategic idea, or defending a project in front of decision-makers. The ability to deliver a clear message, gain buy-in, and maintain attention is not innate—it relies on practical techniques, confident posture, and communication that is tailored to the audience.

Developing authentic and persuasive public speaking skills

This public speaking course is designed to help you build confidence through a practical and personalized approach. It guides you in structuring your messages, strengthening your presence, and refining your visual presentations to turn them into powerful tools of influence. You will learn how to manage stress, capture attention from the very first moments, and adapt your speech to different types of audiences, whether executives, clients, or team members. Each session focuses on hands-on application, enabling you to immediately practice the techniques covered and develop long-lasting professional reflexes.

Course Content

Module 1: Review Your Presentation

- Analyze presentation objectives
- Structure key messages
- Adapt content to the audience
- Define the call to action to guide decision-making

Module 2: Develop an Effective Communication Strategy

- Identify stakeholder expectations
- Adapt posture and speech to audience profiles
- Strengthen message clarity and influence

Module 3: Master Storytelling

- Understand the structure of impactful storytelling
- Create an engaging narrative flow
- Use emotions to enhance engagement

Module 4: Manage Emotions and Stress

- Apply stress management techniques
- Transform anxiety into positive energy
- Develop a confident posture

Module 5: Optimize Presentation Techniques

- Work on verbal, paraverbal, and non-verbal communication
- Improve voice, pace, and use of silence

- Strengthen alignment between message and body language

Module 6: Practice and Action Plan

- Participate in guided practice sessions
- Receive personalized feedback
- Build an individual action plan

Lab / Exercises

- This course provides you with exclusive access to the official Microsoft lab, enabling you to practice your skills in a professional environment.

Documentation

- Digital course materials included

Participant profiles

- Managers and team leaders
- Project managers and coordinators
- Customer-facing or sales professionals
- Employees presenting ideas or projects
- Anyone looking to improve their public speaking skills

Prerequisites

- No technical knowledge required
- Be involved in communication or presentations in a professional setting
- Have a basic understanding of communication challenges in a business environment

Objectives

- Identify your strengths and areas for improvement in public speaking.
- Enhance your visual aids to gain clarity and influence, especially in decision-making contexts.
- Structure your presentations and use storytelling to capture your audience's attention.
- Improve stress management and channel your energy in a positive way.
- Strengthen your presence through voice, posture, and gestures.
- Adapt your style and key messages to different audiences and contexts.

Description

Training to Optimize Your Public Speaking and Refine Your Presentations

Niveau

Fondamental

Classroom Registration Price (CHF)

800

Virtual Classroom Registration Price (CHF)

800

Duration (in Days)

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Reference

COM-OPPPRP