

# Audience-centered presentations for engineers

## Challenge

As those involved in logistics know only too well, proof of sending is not proof of receipt. Telling the facts to an audience is no guarantee that the message has been understood.

This program for engineers posed two challenges, one of awareness and one of technique. Perceiving a presentation to be little more than an explanation of technical data, there was little awareness that it could be seen as an opportunity to enlighten a partner, to build a relationship and to influence events. Developing this awareness was the first challenge.

The second was to identify and develop communication techniques and tools that suited the natural styles of the individual participants and allowed them to express themselves authentically.



## Training Targets

- ⊕ To enable technical staff to communicate effectively when presenting ideas, concepts and solutions – particularly to audiences that are not exclusively technical.

## Training Solution

A highly pragmatic, two-day workshop focusing on:

- |                                   |                                    |
|-----------------------------------|------------------------------------|
| ⊕ building rapport                | ⊕ effective visualization (slides) |
| ⊕ structure and timing            | ⊕ summaries and conclusions        |
| ⊕ visual, vocal and verbal impact | ⊕ exploiting the question session  |

Participants bring a prepared presentation which is performed systematically and step-by-step. Each stage is captured on DVD and watched individually by the presenter, once intensive peer- and trainer feedback has been given. The presentation section is repeated and feedback is given on the level of improvement.

**The workshop has run successfully for a number of years and is now considered an essential part of the engineers' professional development.**