تطوير مهارات العرض باستخدام برمجة اللغة العصبية (NLP)

Duration: 5 Days

Language: ar

Course Code: MG2-125

Objective

Upon completion of this course, participants will be able to:

- Understand what your audience needs to see to stay engaged.
- Enhance your public speaking tone and body language.
- Capture the audience with insightful information.
- Utilise various learning techniques to ensure your audience remembers your presentation.
- Add a compelling strategic edge to your presentation.
- Involve the audience where possible so they feel important.
- Develop clear and concise articulation techniques.
- Overcome the fear of public speaking and develop confidence in your own ability.
- Understand how neuro-linguistic programming can help you to develop within your chosen career path.

Audience

This course is designed for anyone who aims to increase their confidence with public speaking or needs to develop their presentation skills in preparation for a new job role. It would be most beneficial for:

- Marketing Professionals
- Account Managers
- Account Executives
- Team Leaders
- Supervisors
- Sales Teams
- Anyone developing into a role that requires public speaking

Training Methodology

This course uses a variety of adult learning styles to aid understanding. Participants will view examples of excellent presentation styles and participate in group activities to hone their speaking styles.
Participants will be presented with real-life case studies and provided with relatable role-playing scenarios to enact their presentations. They will also be invited to share their experiences and discuss tools and techniques for overcoming nervousness.

Summary

If you're in a profession that requires you to present information or to create sales pitches for products, then it's important that you appear confident, knowledgeable and engaging in front of a crowd. Fear of presenting in front of people is one of the top reasons for stalled development in executive and management positions.
While public speaking can be daunting, many key tools and techniques help you overcome that fear and deliver a persuasive and memorable presentation with greater impact and purpose to a large group.
Neuro-linguistic programming techniques can help you remove the fear of presenting and provide advanced speaking techniques to help you engage confidently with an audience. This allows you to gain buy-in to projects, get your information across in an organised manner, and present yourself in a more professional light.

Course Content & Outline

Section 1: What is Neuro-Linguistic Programming

- What is NLP?

- How does NLP work?
- NLP basic techniques and tools.
- How important is it to be in control?
- Opening your speech.
- Gaining immediate interest in your topic.
- How to write an exciting presentation.
- How to remember your presentation without reading your notes.

Section 2: Essential Presentation Techniques

- Your topic and how to get others involved.
- How long should your presentation be based on your topic?
- Reducing a presentation to fit within a timeframe.
- Increasing your presentation time without waffling.
- Which information is important, and what can you remove?
- The Dos and Don'ts.
- Concluding with finesse.
- Conclusion tools and techniques.

Section 3: Adjusting Your Tone & Speed for Your Audience

- Judging the correct tone.
- How to overcome nerves when they hit.
- Relieving stress through a simple exercise.
- Props, slides, and interactivity.
- Using the right voice to grab the audience's attention.
- Adjust your speed so people can understand you.

Section 4: Body Language & Assessing Your Audience

- The power of hand gestures.
- Maintaining eye contact.
- Involve every person in the audience.
- How to handle crowds with no seating arrangement.
- Delivering to smaller audiences.
- Delivering to larger audiences.
- How to act professionally if something goes wrong.

Section 5: Involving Your Audience

- Using props and handouts.

- Asking for audience participation.
- 'Show of hands' questioning.
- Creating a two-way conversation when public speaking.
- NLP techniques that invite external involvement.

Section 6: Planning Your Presentation

- Your slide deck and accompanying notes.
- How to conduct your presentation using NLP techniques.
- PowerPoint slides - the expert way.
- Font sizes and styles are essential for visibility.
- Practical presentation exercises with audience evaluations.
- Planning your next presentation.

Certificate Description

Holistique Training. عند إتمام هذه الدورة التدريبية بنجاح، سيحصل المشاركون على شهادة إتمام التدريب من (e-Certificate) وبالنسبة للذين يحضرون ويكملون الدورة التدريبية عبر الإنترنت، سيتم تزويدهم بشهادة إلكترونية من Holistique Training.

شهادات Holistique Training معتمدة من المجلس البريطاني للتقييم (BAC) وخدمة اعتماد التطوير المهني (CPD)، كما أنها معتمدة وفق معايير ISO 9001 وISO 21001و 29993 ISO.

لهذه الدورة من خلال شهاداتنا، وستظهر هذه النقاط على شهادة إتمام (CPD) يتم منح نقاط التطوير المهني المستمر واحدة عن كل ساعة CPD يتم منح نقطة CPD، ووفقًا لمعايير خدمة اعتماد Holistique Training. التدريب من لأي دورة واحدة نقدمها حاليًا CPD حضور في الدورة. ويمكن المطالبة بحد أقصى قدره 50 نقطة.

Categories

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علم نفس العملاء هو مجال من مجالات علم النفس الذي يركز على فهم سلوكيات العملاء وتفسيرها بناءً على المبادئ

النفسية. يعد هذا العلم أساسياً في عالم الأعمال، حيث يساعد الشركات على فهم كيفية اتخاذ العملاء لقرارات الشراء وما الذي يحفزهم للانخراط مع العلامات التجارية. من خلال تحليل العوامل النفسية التي