BHORN Again Training:
How to Give Effective Oral Presentations Training Program

BENJAMIN MORROW

HALEY MIER

OWEN ROBINSON

RACHEL BUCKHAM

NICOLE OLIN

Motivation

- Experienced
- Innovative
- Knowledgeable
- Energetic
- Make a difference in people's lives
- Help set MC Consulting apart from others

Overview

- Why training on how to give effective oral presentations is important.
- Market Potential
  - Potential Clients
  - Unique Selling Strategy
- Training Objectives
  - Target Audience
  - Behavioral Objectives
- Training Program Outline
- Conclusion

Why Training on How to Give Effective Oral Presentations is Important

- Strong communication skills are vital

- Benefits students' future employers
  - "Giving effective oral presentations is important because they can create visibility to the management and open doors to the future." –Professor Jeff Roegner

Why Training on How to Give Effective Oral Presentations is Important

- Benefits individual students
  - "Engineering students at large universities especially lack classes in their curriculum that deal with giving effective oral presentations. As a whole they lack people skills as well. A training program would definitely be beneficial to Engineering students both professionally and personally."-Lee Miller

Why Training on How to Give Effective Oral Presentations is Important

- ## Benefits individual students

  - "I don't get as many opportunities to present in the classroom because of the large class sizes at ISU, but I understand how valuable knowing how to present is for life after college. A workshop on how to orally present would set me apart from the rest." –Kody Jones

Market Potential

- Potential Clients
  - Student Career or Leadership Centers at Large Universities
  - Professors at Information Technology Schools
- Possible Future Clients
  - CEOs of Businesses
  - Student Career or Leadership Centers at Small Colleges
  - Church Group Leaders

Selling Strategy

- Training style sets us apart from the rest
  - Innovative
  - Hands–on
  - Easy-to-learn

- BHORN Again's training strategy is almost enough of a selling strategy itself!

Selling Strategy Cont.

- Content of our program is vital

- Research shows…

Selling Strategy Cont.

- The BHORN Again Guarantee!

Training Objectives

- Target Audience
  - Large Universities
  - Information Technology Schools

Behavioral Objectives

- Trainees will be able to analyze their audience in order to effectively tailor their presentation to the specific audience.
- Trainees will be able to implement AMTOBUL into their speech.
- Trainees will be able to implement good eye contact, tone, hand gestures, non verbals, proximity to audience, and attire into their presentations.
- Trainees will be able to channel high anxiety by being more prepared.
- Trainees will be able to enhance their credibility by inserting statistics and quotes into their speeches.

Outline of Training Program

Day 1

-Why is public speaking so important?

-Talk to trainees about what they want to learn

-Famous good speeches (ask trainees about good things in speeches)

-Explain Thesis

-Short Break

-Break into groups and have them write a thesis for a prompt

-Audience Analysis

-Audience Analysis Activity

Outline of Training Program Cont.

-Showing examples of good and bad sources on a topic

-Short Break

-Activity- finding good sources on a topic

-Lunch

-AMTOBUL

-AMTOBUL Activity

-In depth about body of speeches

-In depth about introductions and conclusions

-Channeling anxiety and preparation
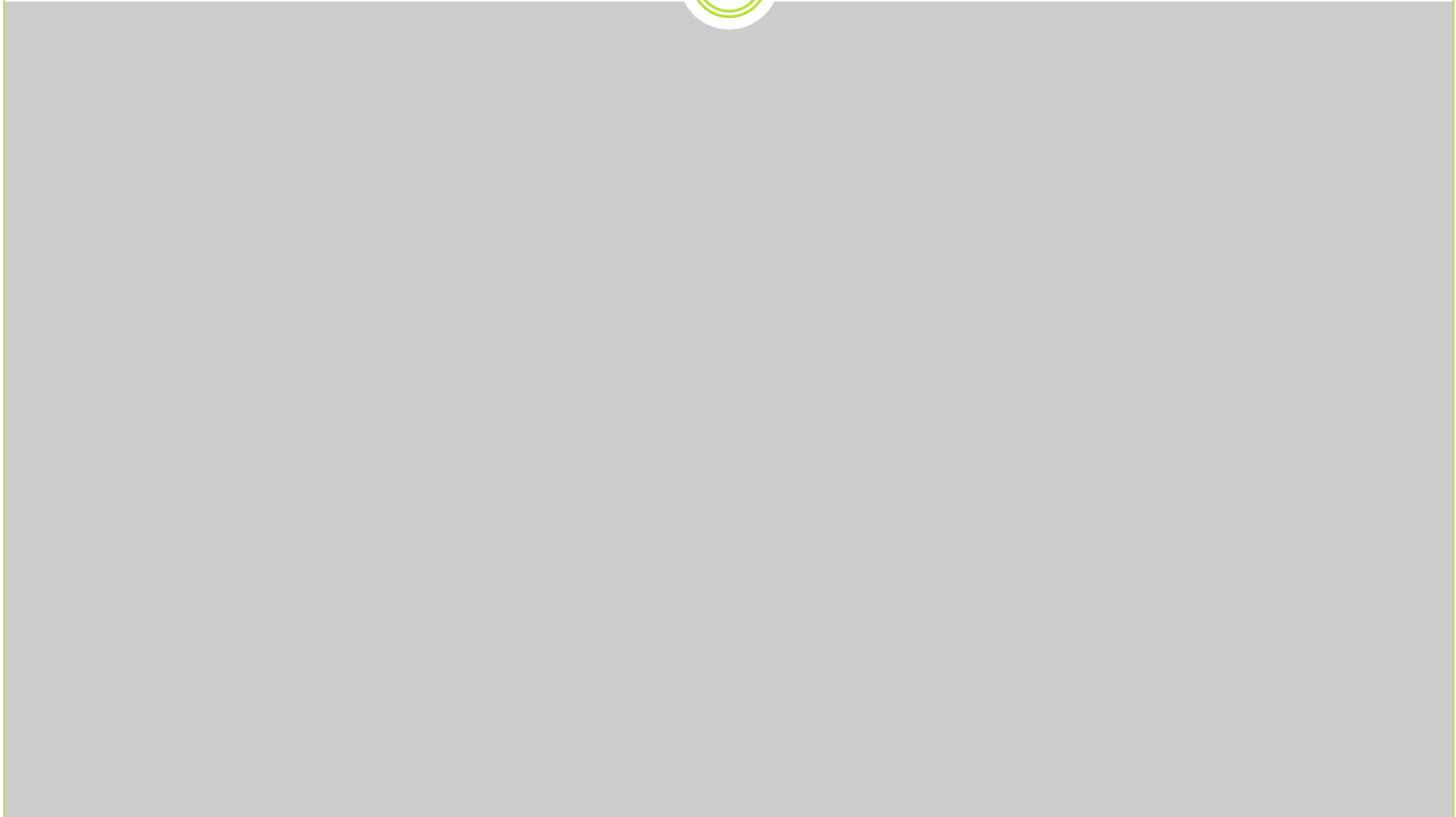
-Short break

Outline of Training Program Cont.

-Activity dealing with ways to channel anxiety

-Delivery

-Short Break

-Activities with eye contact, tone, hand gestures, non verbals, proximity to audience, and attire

-Credibility (quotes, stats)

-Credibility activity

-Recap

-Final Scenario Activity

Underview

- Why training on how to give effective oral presentations is important
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Conclusion

Thank You!