



### Competencies that are addressed:

#### PRIMARY COMPETENCY CATEGORIES:

- **External Awareness—**  
Sees things from multiple points of view. Is mindful of how actions impact others. Keeps up to date with issues that affect area of responsibility.
- **Communication—**  
Advances the abilities of individuals and the organizations through active listening supported with meaningful oral and written presentation of information.

#### RELATED COMPETENCY CATEGORIES:

- **Attitude—**  
Maintains a friendly, positive, and enthusiastic outlook.
- **Professionalism—**  
Projects an image of maturity and integrity that creates credibility.

# Planning Presentations

## SUMMARY

Professionals have to be confident when presenting to a buying team, executive decision makers, cross functional or intact teams, peers and subordinates. Planning elements include understanding the foundational elements of presentations, creating a template for planning effectively, incorporating attitude control principles to deal with anxiety, and analyzing and appealing to different audiences and audience members.

## CONTEXT

As business professionals, you typically spend the first years of your career as team members performing tasks. As a result, you often get little or no experience giving presentations early in your profession.

Then, upon receiving a promotion or being given a wider range of responsibility, you may transition abruptly into giving presentations on a monthly, weekly, or even daily basis. In this module, you will organize the planning process for business presentations.

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### At the completion of this module, participants will be able to:

- Gain confidence in making presentations
- Understand the foundational elements of all presentations
- Apply tools to analyze the audience and customize delivery
- Prepare evidence to give their presentations more impact
- Practice the elements of a standard presentation

*“We are interested in a quick and easy way to speak effectively. The only way we can achieve results quickly is to have the right attitude about achieving our goal, and a firm foundation of principles to build on.”*

—Dale Carnegie