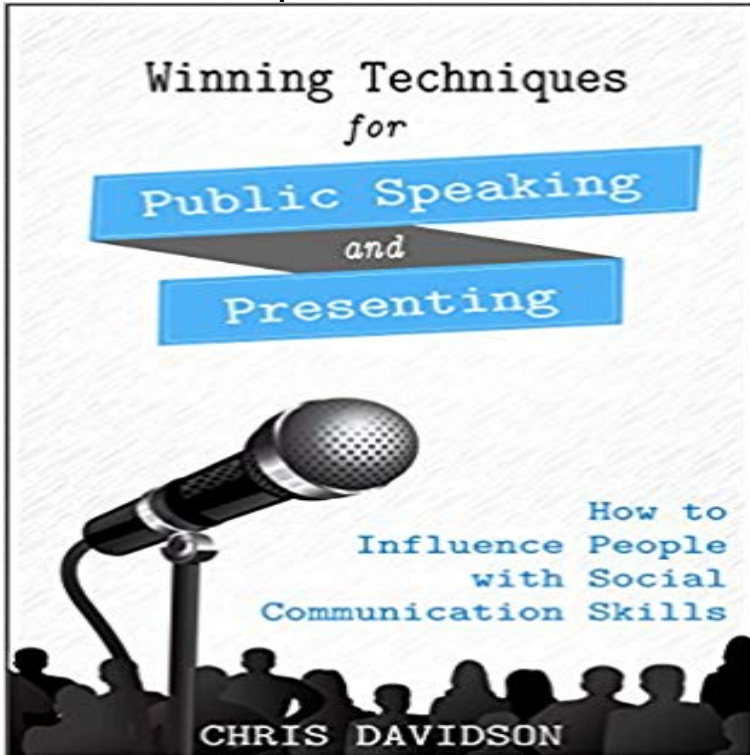


# Winning Techniques for Public Speaking and Presenting: How to Influence People with Social Communication Skills



Presenting and networking and key social communication skills. Improving these skills will improve your leadership abilities and help extend your influence. Winning Techniques for Presenting and Public Speaking is a how to guide that will improve your public speaking capabilities and help you present complex data more effectively. The guide contains easy to apply tips and a detailed appendix specifically addressing PowerPoint design tricks. Winning Techniques for Presenting and Public Speaking is divided into four main sections: Chapters 1&2: The best structure for presentations The guide teaches you a presentation structure you can use for all business-related presentations, for example, sales presentations, marketing presentations, even TED talks. Structure is important as it helps people remember what you say and getting your message remembered is critical to your success. Chapter 3: Communications other than presentations The presentation structure the guide recommends for public speaking is also flexible enough to be used for other work related communications, like networking, social media posts, video conferences, web conferences, etc. You'll learn how the secrets of how to guide these communications to influence others to your point of view Appendix A: Illustration and step-by-step guide explaining a powerful PowerPoint design tip PowerPoint is a powerful business graphics tool. Using it effectively can boost your confidence as a presenter and improve your communication skills. Far too many people use static PowerPoint slides. This section of the Winning Techniques for Presenting and Public Speaking how to guide gives you step-by-step example of how to easily create a dynamic PowerPoint presentation that will help you influence more people. Appendix B: The importance of practice and rehearsal Practice and rehearsal are

two related but very different activities. The final section of the guide gives you some advice on how to best improve your presentations as a vital subset of your social communication skills.

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