

# Building Great Presentations

GoSkills online course syllabus

**Skill level**

Beginner

**Lessons**

21

**Pre-requisites**

No prior experience needed

**Video duration**

55m

**Estimated study time**

55m 15s

**Instructor**

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## Introduction

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### 1 Unlock exceptional presentations

Great presentations are compelling, inspire your audience to take action, and focus on telling great stories.

## Your Core Message

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### 2 Identify your goal

If you know the goal of your presentation, you can reverse engineer the points you need to cover.

### 3 Connect with your audience

When you create content that meets the needs and desires of your audience, they can't help but pay attention.

### 4 Establish trust and connection

Once you understand your audience better through audience analysis, you can show them that you understand their struggles and are ready and qualified to help.

## Choose the Best Content

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### 5 Assemble compelling content

To bring forth your best content, you'll want to cast a wide net on possible data, research, stories, examples, etc.

### 6 Diversify your content

You want hearts and minds engaged in your presentation to make the strongest impact.

### 7 Integrate stories

Humans are wired for story, and when you recognize a story is beginning, your brain lights up in an especially active way.

# 8

## Create content themes

You have a treasure chest of content for this presentation, but you'll want to organize that content into relevant themes.

# Structure Your Content

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# 9

## Create an outline

It's easy to get overwhelmed with all of the things you could say in a presentation.

# 10

## Choose your main points

Your core message is the point of clarity and focus for your presentation, and your main points expand upon and/or support that core message.

# 11

## Craft your conclusion

You want your audience to walk away crystal clear on their call to action.

# 12

## Captivate with your introduction

You want to let your audience know from the very start that this isn't going to be another one of those boring presentations.

# 13

## Grab their attention

Coming up with ideas to captivate your audience can be intimidating.

# Tell Stories

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# 14

## Find great stories

One of the reasons you might resist using stories in your presentation is that you can't think of stories that would be useful in your presentation.

# 15

## Master business storytelling

Business storytelling needs to be concise and relevant to be effective.

# Engage and Deliver

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# 16

## Flesh out your content

Going from a preliminary outline to a full fledged presentation can be tricky.

## 17 Map your slides

Presentation slides are meant to assist with clarity and engagement in your presentation.

## 18 Amplify with aids

While presentation slides can be helpful in your presentations, they are not the only way to enhance a presentation to make it more effective.

## 19 Reduce anxiety by practicing

When you work through an effective presentation preparation process, you can build in practice elements that make practicing less daunting.

## 20 Presence over perfection

Preparation and practice are invaluable for great presentations, but nothing is more important than your full presence when delivering your content.

# Conclusion

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## 21 Time to get started

Thanks for watching this course!

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