



PRESENTATION SKILLS TRAINING
HANDS-ON, INTENSIVE INDIVIDUAL ATTENTION
BY KENT MCKAMY

for

Executives, Managers and Sales Professionals

MISSION

Improve your public speaking effectiveness, develop supreme self confidence, and deliver your message with power and poise. Make immediate changes that stick through hands-on individualized coaching and specific personal instruction, learning by doing and improving in a private environment.

The training involves a minimum of three sessions, each lasting approximately 1.5 – 2 hours. Additional sessions may be recommended if further work on presentation content and style is indicated, if help is needed with visual material, and if rehearsal time just prior to a live presentation would be valuable. All sessions include videotape and playback.

SESSION DESCRIPTIONS

Session One:

Diagnostics: how well does the individual communicate orally when describing a business situation; a personal experience? What core skills can be isolated; what is the individual good at and comfortable with? What physical or oral characteristics or mannerisms detract from effective communication? What situations make the individual uncomfortable, nervous or feeling out-of-control?

Physical preparation: the basic requirements for proper breathing, breath control, phrasing, body language, eye contact, projection, hand movement, energy, articulation and pacing are covered. When these fundamental physical requirements are mastered, a good deal of nervousness vanishes.

Presentation review: how well thought-out and organized is the presentation in terms of main point(s) to be made, key issues to cover, and prepared with the precepts of “how people listen and grasp information” in mind? Has the individual thought through the message she or he wants to leave in the minds of the listener(s)? What is the core message?

Speaking: either the individual’s prepared presentation or samples provided by Atlantic Leadership Group are used for speaking assessment and improvement. Audio-visual materials, if any, are also reviewed for appropriateness and clarity, as well as how effectively the speaker uses these materials.



Session Two:

Physical preparation: a review of the exercises necessary for proper breathing, projection, energy, etc. (These should be inculcated as part of every speaker's basic preparation for a speech, desktop presentation, or interoffice briefing.)

Presentation review: has the presentation been reorganized in any significant way, if such was needed. Have audio-visual materials been updated if necessary?

Speaking: the individual does at least two run-throughs of either a company presentation, or presentation examples provided by Atlantic Leadership Group.

Session Three:

Physical preparation: a review of the physical exercises necessary for proper breathing, energy, etc. At this point, particular attention is paid to projection and energy, and degree of physical and mental control over nervousness and self-consciousness.

Presentation review: at this third session, we ask the individual to give us a three- to four-minute summary of the presentation at hand, without referring to notes. This is for a particular purpose: to test for composure, and to rivet in the presenter's mind the essential characteristics and points of the presentation. It is also to analyze how well the individual can articulate concepts and examples without relying on prepared material.

Speaking: there is no substitute for repeated rehearsal, so there are at least two run-throughs, and usually three, of the presentation, including audio-visual use.

CONTACT

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EXPERT SPEAKING & PRESENTATION SKILLS CONSULTANT

Kent McKamy is a Managing Director of Atlantic Leadership Group, New York Region. He is a communications veteran and specialist in presentation skills training. Kent has three decades of experience in public and legislative relations, crisis analysis and consulting, marketing, productivity improvement, presentation training, speechwriting and efficient meeting management.



Before joining Atlantic Leadership Group, Kent was Chief Communications Officer for Lincoln National Life Insurance Co., and CEO and EVP of two of the nation's largest public relations firms from 1971 to 1982, and editor-in-chief of Business Management magazine for 10 years. He founded Fields & McKamy International, Inc., a communications consulting firm.

He has guest-lectured in business improvement, marketing and communications at Harvard Business School; Northwestern University School of Business; University of Connecticut; New York University; Wharton Graduate School of Business; Quinnipiac College; and Fairfield University.

Kent has published more than 500 articles on organizational and executive development, advertising, marketing, management, executive compensation, operations, risk management, manufacturing, administration, production, transportation, personnel management, inventory control and other business topics. Kent is author of two business classics: 200 BEST BOOKS FOR BUSINESSMEN and MANAGING PROFESSIONAL SERVICES ENTERPRISES. Kent's clients have included more than 135 corporations, associations and nonprofit organizations.