



### Competencies that are addressed:

#### PRIMARY COMPETENCY CATEGORIES:

- **Communication—**

Advances the abilities of individuals and the organizations through active listening supported with meaningful oral and written presentation of information.

- **Influence—**

Consistently directs situations and inspires people for an all-win environment.

- **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.

#### RELATED COMPETENCY CATEGORIES:

- **Adaptability—**

Open-minded to new ideas. Demonstrates flexibility when faced with changes in work expectations and environment. Responds to situations while maintaining a positive attitude.

- **Professionalism—**

Projects an image of maturity and integrity that creates credibility.

# Presenting with Impact

## SUMMARY

Effective presentation begins with establishing the objectives of your message and narrowing down to the key points you want to leave with our listeners. You will also want to open with impact to create a positive first impression and close with power to leave a lasting final image. Good facilitators use a variety of evidence to support their key points and link the message together to communicate with logic and precision.

## CONTEXT

In his book, *The Quick and Easy Way to Effective Speaking*, Dale Carnegie says that people evaluate you in four ways: what you say, how you say it, what you do, and how you do it. Presenting with impact means you use every resource available to communicate with credibility and confidence. This includes the wide spectrum of visual support tools available. It also includes you. The most important part of any communication is how you present yourselves. You are the message.

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

- Establish trust, credibility, and respect with listeners
- Understand the variety of support tools that strengthen a message
- Clarify the key points of a message
- Open and close sessions with impact

*"If you have an important point to make, don't try to be subtle or clever. Use a pile driver. Hit the point once. Then come back and hit it again. Then hit it a third time—a tremendous whack!"*

—Winston Churchill