

Content Management for Effective Presentation

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Background

Objective

To be able to develop and organise content that is used for presentation to align with target audience

Learning Approach

Face to Face Workshop with real practice on tools and in-session reflection

Duration

14 - 16 Nov 2020

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Learning Outline

Content Management for Effective Presentation



Day 1 (Skills & Tools Set) 09:00 to 17:00	Day 2 (Presentation Day) 09:00 - 17:00	Day 3 (Mindset) 09:00 - 12:00
Introduction: Participants will think about their presentation topic and select their own niche of content to deliver.	Presentation in Action: Participant will individually deliver their presentation to all classmates. Then there will be reflection and feedback on the tools applied, way of its delivery and development needed. Here, they will be able to see their strengths and gaps for further development.	Development Plan: Participant will have to think about what needs to be improved, how they are going to improve and why it is important to them to improve to uplift their mindset and reinforce their better action
Audience Analysis and Objective Development: Participants will think about their audience and develop their objective to create content outline that aligns with their target audience		
Content Management: Participants will work on selected content of their topic to manage it in a structure way to build more engaging way of delivery and brain-friendly		
Presentation Preparation: After their create their own outline and manage content in a structured manner, They will prepare for the individual presentation.		

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Key Tools

Objective and Audience Analysis

Why are they here?

What do they think they're going to get out of this presentation? Why did they come to hear you? Are they willing participants or mandatory attendees? This is also a bit of a situation analysis.

What are they like?

Demographics and psychographics are a great start, but connecting with your audience means understanding them on a personal level. Take a walk in their shoes and describe what their life looks like each day.

What do you want them to do?

Answer the question "so what?"—and make sure there's clear action for your audience to take.

How can you solve their problem?

What's in it for the audience? How are you going to make their lives better?

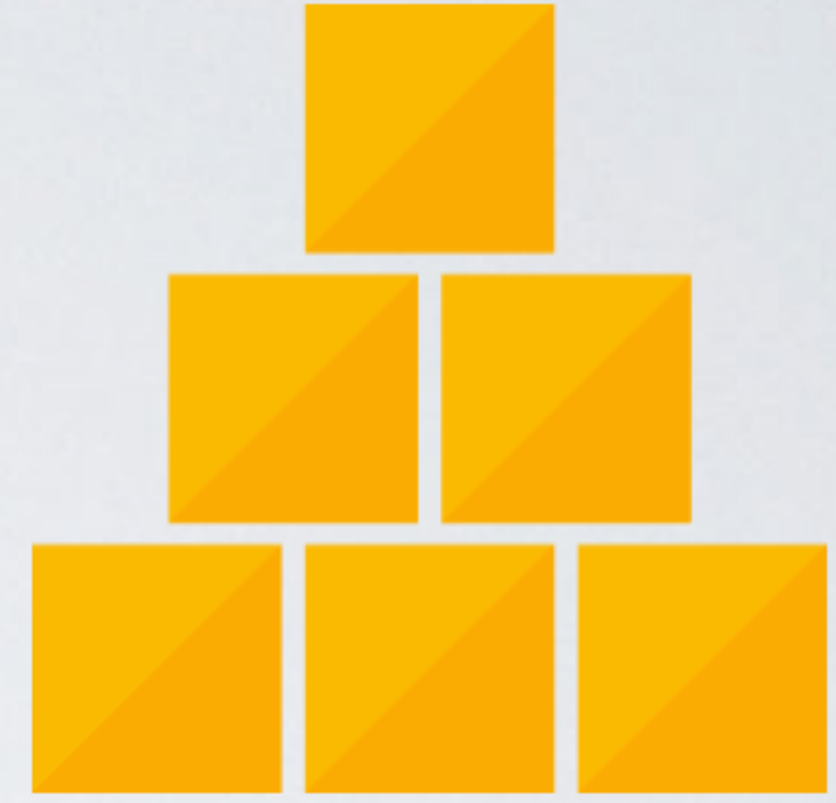
How can you best reach them?

People vary in how they receive information. This includes the room set up to the availability of materials after the presentation. Give the audience what they want, how they want it.

How might they resist?

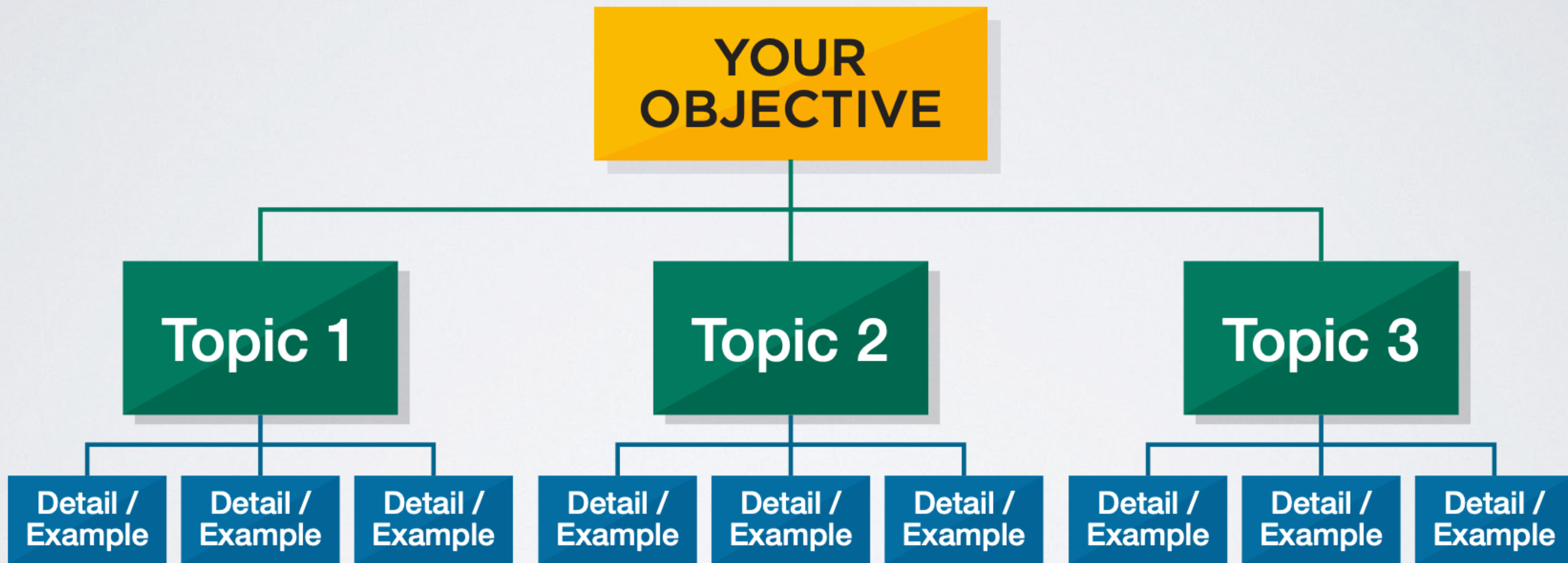
What will keep them from adopting your message and carrying out your call to action?

การจัดโครงสร้างของเนื้อหาโดยใช้ Pyramid Structure



- ใช้หลักตรรกะ (logical) เป็นโครงสร้างเนื้อหา
- วางโครงสร้างประเด็นหลักและข้อมูลสนับสนุน
- บังคับให้คิดแบบตรรกะ(หลักเหตุและผล) และช่วยให้ผู้ฟังย่อยตามได้ง่าย
- รับประกันความสมบูรณ์ของเนื้อหา

Pyramid Structure in Action



เครื่องมือที่จะช่วยให้การนำเสนอของคุณจดจำง่าย

เข้าใจง่าย **S**implicity

คาดไม่ถึง **U**nexpectedness

จับต้องได้, มองเห็นชัด **C**oncrete

น่าเชื่อถือ **C**redible

สร้างอารมณ์ร่วม **E**motional

เป็นเรื่องราว **S**torie**s**-based

อะไรส่งผลต่อผู้ฟังมากที่สุด?

Verbal

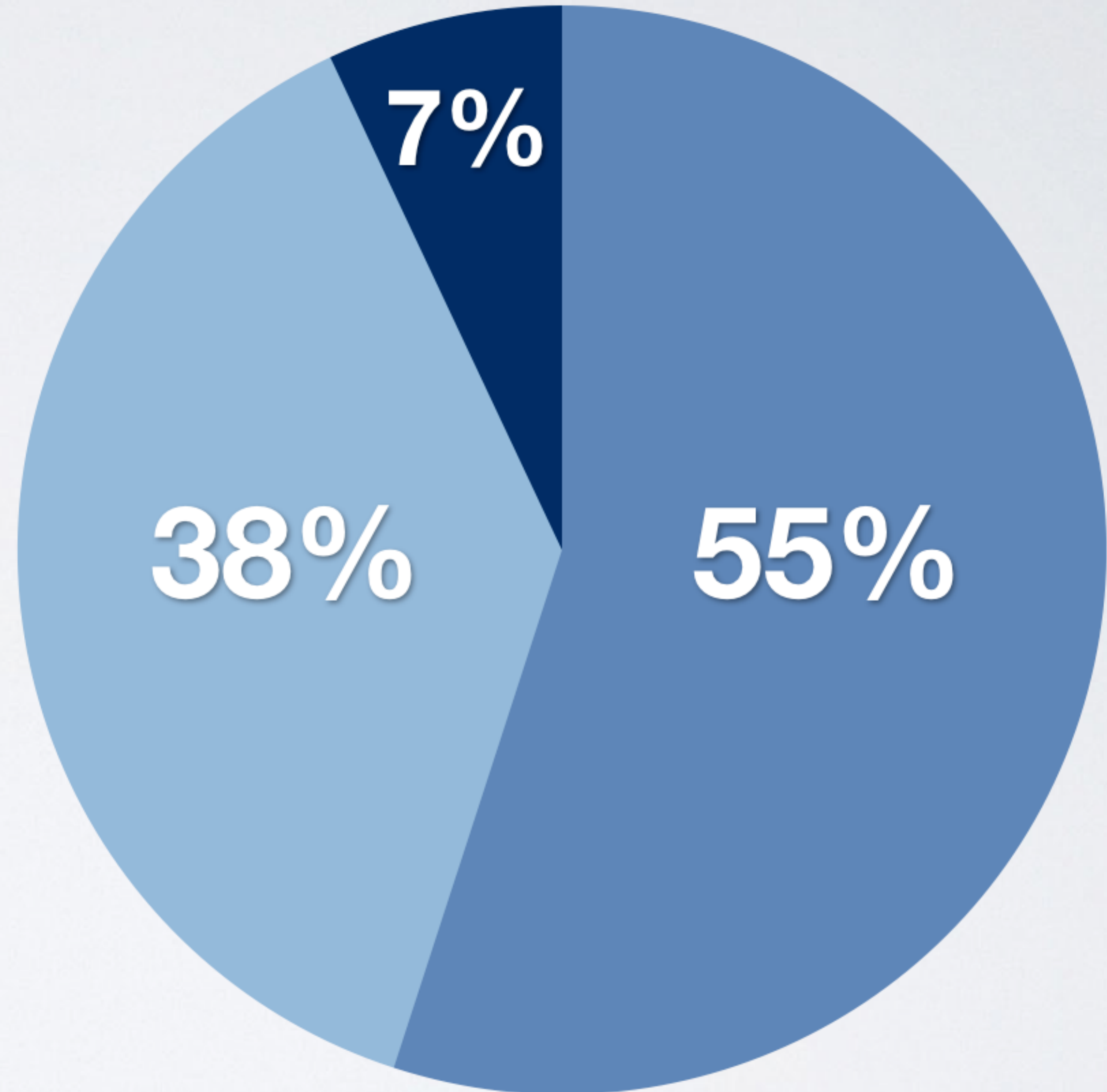
คำพูด /
สารที่สื่อออกไป

Vocal

น้ำเสียง /
สิ่งที่ผู้อื่นได้ยิน

Visual

การมอง /
สิ่งที่ผู้อื่นเห็น



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Facilitator Profile



Jatupathra Krancharoen, James Facilitator, Trainer, Coach

James is a new breed of learning professional with blend of facilitation, training and coaching skills. He has a strong passion and belief in unleashing people's capabilities experiencing in developing talent groups, corporate professionals and middle managers of many organisations.

Over the years, James has developed his expertise in the areas of leadership development, strategic facilitation, critical thinking, business presentations, coaching and learning programme design. Apart from learning solution, James has experience in designing competencies set, succession planning, talent assessment in both profit and non-profit organisations. Known of his very hands on approach, participants have benefited from James' sharp feedback that leads to deep level of many required changes.



Areas of Expertise

- Learning & Development Strategy
- **Strategic Facilitation**
- Learning Design and Delivery
- Leadership Coaching
- Performance Coaching
- Talent Assessment and Development
- Self Assessment Tools
- Employer Branding

Level of Clients

- Senior Executives
- Middle Management
- First line Management
- Supervisor
- Officer
- New Grads
- University Students

Education

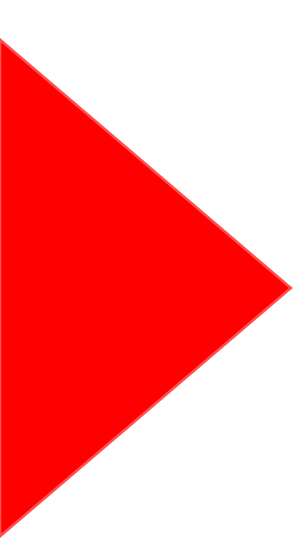
- BA., Silpakorn University
- MBTI certified facilitator
- Be Proactive certified facilitator
- Critical Thinking certified trainer
- ICF certified coach
- CEB certified talent assessor
- Enneagram Facilitator / Coach

NOTABLES

- has been successfully selected to be a youngest guest speaker in Thailand HR Forum 2017 under the topic of "How to build innovative workplace"
- has led and involved in many projects, including learning and development, leadership development, organisation development, coaching, strategy development, talent assessment.

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Investment



Investment

Detail	Fee (Baht)
Content Management for Effective Presentation (3days) (Including withholding tax 3%)	77,319.59

Remarks :

- Fee includes course design, its delivery and handout
- Fee excludes transportation and hotel accommodation in case training is held outside of Bangkok

Thank you.