



Consulting and Training | Reach New Heights

Course Name

PSST — Training in Presentation Skills and Storytelling

Sector Name

Interpersonal Skills and Self Development

Document Type

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PSST — Training in Presentation Skills and Storytelling

Course Introduction

Effective presentation is not simply about speaking confidently in front of an audience... It is the ability to communicate an idea in a way that captures attention, creates understanding, and leaves a clear and memorable message.

Strong presenters know how to structure their content, use storytelling techniques, engage different audiences, and adapt their delivery according to the situation.

This three-day program focuses on the human side of presentation: message construction, storytelling, delivery, audience engagement, and presenter confidence. It is designed to help participants communicate ideas naturally and persuasively without becoming dependent on slides or excessive information.

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Target Audience

- ✓ Managers and Team Leaders
- ✓ Business Professionals
- ✓ Trainers and Facilitators
- ✓ Sales and Business Development Professionals
- ✓ Consultants
- ✓ Project Professionals
- ✓ Professionals who regularly present ideas, information, or recommendations

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Learning Objectives

- ✓ Structure presentations around clear communication objectives.
- ✓ Develop compelling stories from professional information.
- ✓ Deliver messages with confidence and clarity.
- ✓ Use voice and body language effectively.
- ✓ Engage audiences through interaction and purposeful communication.
- ✓ Handle questions and challenging presentation situations.
- ✓ Adapt presentation style to different audiences and contexts.

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Course Outline

✓ Day 01

Presenter Mindset and Story Construction

- ✓ The Professional Presenter
- ✓ Understanding the role of the presenter in creating audience impact
- ✓ Building confidence and managing presentation anxiety
- ✓ Establishing credibility from the beginning
- ✓ Understanding audience attention and expectations
- ✓ Developing a natural and authentic presentation style
- ✓ Preparing mentally and physically for effective delivery

Storytelling for Professional Presentations

- ✓ Understanding the structure of an effective professional story
- ✓ Turning information into a meaningful narrative
- ✓ Creating a strong opening and central message
- ✓ Building tension, progression, and resolution within a presentation
- ✓ Using examples and experiences to create relevance
- ✓ Creating memorable conclusions that reinforce the message



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Course Outline

✓ Day 02

Delivery and Audience Engagement

- ✓ Verbal and Non-Verbal Delivery
- ✓ Using voice, pace, tone, and pauses effectively
- ✓ Applying purposeful body language
- ✓ Maintaining confident posture and movement
- ✓ Using eye contact to establish connection
- ✓ Managing energy and emphasis during delivery
- ✓ Coordinating verbal and non-verbal communication

Audience Engagement and Interaction

- ✓ Understanding different audience response patterns
- ✓ Maintaining attention throughout a presentation
- ✓ Using questions to stimulate participation
- ✓ Encouraging interaction without losing control of the session
- ✓ Responding to audience signals and changing engagement levels
- ✓ Adapting delivery according to audience reactions

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Course Outline

✓ Day 03

Persuasive Presentation and Challenging Situations

- ✓ Persuasive Presentation Techniques
- ✓ Building arguments around audience priorities
- ✓ Connecting messages with audience interests
- ✓ Using evidence and examples to strengthen credibility
- ✓ Communicating recommendations persuasively
- ✓ Creating emotional and intellectual connection
- ✓ Moving audiences from understanding toward action

Managing Presentation Challenges

- ✓ Handling difficult and unexpected questions
- ✓ Responding to disagreement and resistance
- ✓ Managing interruptions and distractions
- ✓ Recovering from mistakes during delivery
- ✓ Adapting presentations when circumstances change

PSST — Training in Presentation Skills and Storytelling

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Oct. 17, 2027	Oct. 19, 2027	3 days	3250.00 \$	KSA , Riyadh

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info@boostuae.com info@boostorg.com

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