

# THE ART OF **PUBLIC SPEAKING**

**August 18, 2021**

Virtual Instructor-Led Session  
10 am - 3 pm

**Maximum 8  
Participants**



**Course Director:**

**Lucy Mackintosh**

BSc (Hons), GCIPD, NLP (Prac)  
Corporate Trainer

## Content Overview:

This is a highly customizable course developed to elevate the public speaking and Presentation skills of the team. Whether we're talking in a team meeting or presenting in front of an audience, we all have to speak in public from time to time. Even if you don't need to make regular presentations but one need to handle situations in which a public speaking skillset play a significant role of delivering message across the team.

## Methodology & Program Preparation:

- **Phase One - Self Presenting 5 Minutes:** Participants will be expected to develop and prepare the initial presentation with their own creativity. They can select a topic which is according to their work. The participants will present it in Phase 1 of the program and will be given a detailed individual feedback from the trainer
- **Trainer Led Session:** They will learn public speaking / communication techniques with practical concepts, role plays, activities during the day and will actively participants in above activities.
- **Phase Two:** Participants will again present themselves in Phase 2 and this time the judging panel will also comprise the trainer and the audience. This phase will be completed by the trainer's final feedback.

## Program Agenda

### Module 1

- Need for Communication & Presentation Skills
- [Your 1st Presentation](#)
- Presentations of Trainees x 10  
(5-7 minutes each followed by feedback from trainer & Q/A from audience)
- Feedback, Timing, What went Well and What to be improved

### Module 2

- Presentations & Q/A Continuation
- Present information with an effective introduction, body and conclusion
- Practice distressing before making a presentation
- Paraphrase and get clarity from audiences' questions before you give a response
- Knowing Your Target Audience – Individual Activity
- Increase participants' confidence when you deliver a presentation
- [Activity on Qualities of a Presentation: Better Vs Excellent](#)

### Module 3

- Communication Style & Mind Mapping – Presenting Information Group Activity
- Communications At Its Best – Main Principles, Tools And Techniques
- Back to Presenting :
- Audiences Love You – Capturing Their Interest
- Discussion on 15+ Quick Presenting Tips

## Program Agenda (Continued)

### Module 4

- Three ways of Communication Styles – Activity
- Role Play Scenarios for Communication Styles
- Presentation Hurdles: Turning Barriers to Success
- Designing And Building The Presentation Session – Structure
- Managing Yourself – The Presenter
- Managing The Audience
- Know how to inform or influence people when making a presentation
- How to react on tough questions or straight communication from audience during a presentation

### Module 5

- Your 2nd Presentation during the session
- Presentations of Trainees x 10 (followed by Q/A from Trainer & Audience).
- Feedback: Is it Good or Excellent?

### Module 6

- Continuation: Your 2nd Presentation during the session
- Feedback: Is it Good or Excellent?
- Taking It To Perfection - Bridge the Gap
- Internal and External Employees and their expectations

## Summary of Training



### Course Director

#### Lucy Mackintosh GCIPD, NLP

Lucy Mackintosh is a British citizen, and has lived and worked in the UAE for the past 8 years. She has over 18 years' experience in Human Resource Management and Training and Development and two related qualifications - BSc (Hons) in Human Resource Management from the University of Bath, UK, and a post-graduate diploma in Personnel Management, accredited by the CIPD (Chartered Institute of Personnel and Development).

Lucy gained an extensive range of HR experience, working in large organisations in

London, including Visa International, the FSA (Financial Services Authority) and the NHS (National Health Service). In 2007 she was head-hunted for a role at Standard Chartered Bank, Dubai, specialising in employee reward and performance management. During this time she also managed the HR Forum in the UAE, which aimed at promoting HR best practice in the region.

In 2009 Lucy decided to follow her passion for Learning and Development by becoming a full-time corporate Trainer and joined the region's largest training company.

She gained experience in working for a large range of companies in the gulf countries and trained courses in Management, Soft Skills and Personal Effectiveness.

Lucy now works for different training organisations, helping them deliver exceptional service to their clients. She designs, develops and delivers courses on a range of topics, as can be seen below. She is also a qualified NLP (Neuro-Linguistic Programming) Practitioner, MBTI (Myers-Briggs Type Indicator) Facilitator and a Life Coach. These qualifications have increased her skills in understanding, communicating with, and inspiring others.

As well as having expertise in her subject matter, and a wealth of practical experience, Lucy brings great positivity and inspiration into the training room. She lives by her personal philosophy of constant self-improvement for herself and others.

**Client Testimonials**

*Excellent Training conducted by Simfotix Professional Development. The whole day was full of fun and learning in Advance MS Excel*

**Department of Economic Development, Dubai**

*Simfotix Trainer bear a Persuasive approach in training and the company is professional in the arrangement of training till end to make it a memorable experience. The In-house session and the follow-up session is excellent approach*

**The Executive Council of Dubai**

*Excellent InHouse Training delivered for the entire Sales Team. Highly customized and worth practicing for a continuous improvement.*

**Senior Management, Abu Dhabi Finance**

*Easy way of transferring knowledge makes the learning more digestible. Great work Simfotix for the in-house session*

**Human Resource Business Partner, Al Ghurair Group**

*Great training course and materials. Super helpful to learn shortcuts and their best application. Thank you! experience"*

**HR, Dubai Islamic Bank**

*Thank you Simfotix for a comprehensive and value training to our Saudi Arabia Finance Team. Case Study and exercises were the key element of this workshop. As Learning & Development we are satisfied to work with them in future.*

**GM Learning & Development, MAF Carrefour International.**

*Simfotix In-House training is well organized and our team learned lot of new things. We consider this as a value addition and meeting our objectives.*

**HR Team, Emirates Islamic Bank**

*A combination of learning and sharing through small quiz and activities. The course is truly a learning experience*

**Treasury & Investment Group, Abu Dhabi Commercial Bank**

*The session was engaging and informative. Overall program outcome is what we agreed and delivered to our functional departments. We would like to do more programs with Simfotix*

**HR Team, Al Hilal Bank**

*Trainer's knowledge is superb, time & management along with course manual is up to the mark". Very informative!!*

**HR Team, Abu Dhabi Terminal**

**REGISTRATION DETAILS**

Regular Fee: **USD 510** per participant (Plus VAT)

Team Offer: Pay for 2 and get the 3rd Registered for free

Simfotix Cancellation Policy: For cancellations made in the 7 working days to the workshop, no refunds will be given. Cancellations must be confirmed by email. Substitutions may be made at any time.

For registration(s), send us your **Name, Designation, Organization, Mobile, E-Mail** and **Postal Address** to [register@simfotix.com](mailto:register@simfotix.com)

For further information please contact **Hassam Siddiqi**  
Mobile: **+971 50 505 5139**, Email: [hassam@simfotix.com](mailto:hassam@simfotix.com)