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[Home](#) > [Training](#) > [Management Development Training](#) > [Presentation Advantage](#)

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## Presentation Advantage

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In today's knowledge-based world, presentation skills are an essential component of personal and interpersonal effectiveness - it helps you inform, persuade and influence others. Whether you are an executive, manager, supervisor or frontline employee, you may very well be asked to make presentations at meetings, interviews, networking functions, etc. The good news is, presentation and public speaking skills are learned skills. By working on these skills, one can learn to deliver effective and highly successful presentations.

Franklin Covey's Presentation Advantage, helps participants learn how to:

- Craft presentations around essential objectives.
  - Connect with the message and connect the audience to the message.
  - Develop a powerful message with a strong introduction, body and conclusion.
  - Design and use impactful visuals to increase attention, understanding and retention of the message.
  - Deliver with excellence by engaging and re-engaging the audience.
  - Handle questions and group dynamics.
  - Assess the presentation outcome and improve.
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