



# Presentation Skills for **DATA** **PROFESSIONALS**

**Clear, Concise and Confident Presentations**

## How You'll Benefit:

- Use preparation techniques to simplify, clarify, & engage your audience with your message.
- Learn messaging frameworks to organize your technical information so audiences can understand and retain it.
- Enhance your credibility with a confident and authentic presence to engage your audience.
- Learn the two key elements for creating powerful visuals and slides.
- Practice handling questions with confidence and clarity.

## Workshop Overview:

Technical expertise alone isn't enough to make an impact — it must be communicated clearly. This workshop helps engineers and technical professionals transform complex information into clear, engaging messages that connect with any audience. Participants learn to analyze their audience, organize content using proven message structures, and simplify technical details without losing accuracy.

Through guided practice, they build confidence in delivery, use visuals effectively, and apply messaging techniques that make technical ideas understandable and memorable. The result: presentations that inform, clarify, and influence others toward action.

## Who Should Attend:

- This course is designed for engineers, technical professionals, and project teams who need to communicate their ideas, findings, or recommendations to mixed or non-technical audiences.
- It's also valuable for analysts, project managers, and technical leads who present data or project updates internally or to clients.

## Tools You'll Receive:

- **Know-Feel-Do Model** - Define what the audience should know, feel, and do after your presentation.
- **Audience Analysis (Who-Know-Care)** - Assess audience knowledge and expectations to tailor content.
- **Message Builder Framework** - Structure your presentation for clarity, logic, and flow.
- **What-Why-How** - Explain technical concepts clearly and efficiently.
- **Good-Bad-New** - Organize project updates in a logical, easy-to-follow order.
- **Confident Response Tool** - Use a simple tool for confidently addressing questions from the audience to enhance your credibility.
- **Visual Slide Design** - Apply the two best practices for simplifying complex visuals and data.
- **Delivery Skill Practices** - Improve vocal presence, pacing, and body language for confident communication and powerful first impressions.



## Concepts we'll teach you (Objectives):

- How to define a clear purpose and message for any presentation.
- How to analyze the audience to determine the right level of technical depth.
- How to apply message structures that simplify complex ideas.
- How to respond confidently to audience questions.
- How to use visual aids that support — not distract from — your message.
- How to deliver technical content with confidence, clarity, and impact.

## Classroom Activities:

- **Audience Analysis Exercise** – Evaluate audience types and expectations.
- **Message Structuring Practice** – Build your message using tools like “Good-Bad-New”, “What-Why-How” and the Executive Quick Model.
- **Delivery Skills** – Practice presenting with coaching and feedback.
- **Create and Deliver your Open and Close** – Use simple tools to engage your audience at the start and close with confidence.
- **Final Presentation Exercise** – Deliver a short presentation applying all learned tools.

## Agenda:

- Topic 1:** **The Challenge of Technical Presentations** – Why clarity matters and common pitfalls.
- Topic 2:** **Delivery and Presence** – Body language, pacing, and voice control.
- Topic 3:** **Audience Analysis** – Understanding who you're talking to and what they value.
- Topic 4:** **Structuring Your Message** – Using Message Builder, Good-Bad-New, What-Why-How, and the Executive Quick Model.
- Topic 5:** **Visual Design for Engineers** – Building slides that support your message.
- Topic 6:** **Responding to Questions** – Answering audience questions with confidence.
- Topic 7:** **Practice & Feedback** – Deliver and refine your technical presentation.

Delivery Format  
In-Person or Virtual

Duration & Structure  
7 hours

Up to  
10 participants

## Targeted Reinforcement:

1. **Short Cut Card (Included):** Quick reference guide of the tools and tips learned in class.
2. **AI Coach Experience for 30 days** (Additional Charge)
  - **Scenario 1:** Put your technical updates into action. In this scenario, you'll practice delivering a high-stakes project update to a manager and manufacturing lead regarding processor fan noise. Using the Good-Bad-New model, you will learn how to brief leadership on progress, address technical hurdles transparently, and clearly outline the next steps to keep the project on track.
  - **Scenario 2:** Turn technical observations into strategic solutions. You have identified a recurring fan noise issue that is impacting the user experience. In this exercise, you will use the What-Why-How model to propose a transition to process automation. You'll practice demonstrating the urgent need for change and guiding leadership toward a solution that balances technical efficiency with customer satisfaction.
  - **Scenario 3:** Bridge the gap between data and feeling. When project delays happen, technical data doesn't always convey the true impact. In this scenario, you will practice using Metaphors to translate complex schedule shifts into a narrative that leadership can feel. You'll learn how to help stakeholders understand the consequences of delays and foster a genuine sense of urgency for the required actions.