

## **Presentation Skills for the Japanese - making effective propositions in a Western context**

### **Overview**

For a Japanese presenter faced with Western audience, not only preparing the right information in a foreign language but also keeping the group engaged and leading the session to the desired outcome across the cultural barrier, require a well practised set of skills that cannot be underestimated. Even if your presentations can normally be in Japanese to predominantly Japanese audience, you need to understand and follow the same presentation discipline, if your performance is measured according to your firm's standard in a Western context.

In order to achieve the optimum mix of languages and cultures, this unique workshop, adopting the Western presentation framework, is facilitated by an experienced Japanese trainer. The 2-day session includes ample opportunities to prepare and practise all the learning points in stages, using each participant's chosen topic.

### **Objectives**

Designed specifically to meet the needs of Japanese professionals working in an international context, this programme enables the participants to:-

- ✓ understand the importance of engaging the audience and focusing on results
- ✓ learn the key techniques and skills required for effective presentations
- ✓ practise the techniques in a controlled environment to reinforce the learning
- ✓ apply the acquired knowledge and skills to every presentation situation
- ✓ develop themselves as a competent and better professional

### **Course content**

- Introduction – *Why presentation?*
- Stages of an Effective Presentation
- Stage 1 – Preparation
  - Defining the objective
  - Knowing your audience
- Stage 2 – Planning
  - Presentation framework
  - Features v Benefits
- Stage 3 – Delivering
  - Making a good start
  - Getting the message across (key ingredients of Western communication)
  - Making and using notes
  - Visual aids, equipment and room setting
- Stage 4 – Managing Audience
  - Handling questions
  - Handling objections
- Stage 5 – Clinching the Deal
  - Conclusion
  - Agreeing actions

### **Duration**

2 days

### **Who should attend**

Individuals who are new to presentation, as well as those who have some experience but wish to develop their skills further by following a more disciplined approach.

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