



DALE CARNEGIE TRAINING®
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DALE CARNEGIE TRAINING PRESENTS THE 4 P'S TO A POWERFUL AND EFFECTIVE PRESENTATION

HAPPAUGE, NY (May 20, 2008) – Dale Carnegie Training, one of the world's leading human resources and management consulting organizations, has perfected the practice that allows anyone with public speaking and presentation needs to become polished professionals who communicate their ideas across with poise and enthusiasm. Tap into these techniques and achieve amazing results.

“Whether you are persuading colleagues, selling a client or energizing a team, the power of your presentation makes the difference between success and failure,” says Peter Handal, President, Chairman and CEO of Dale Carnegie Training. “These techniques are useful for managers, executives, sales people and anyone who might meet members of the media. Anyone that is part of a workplace will find the opportunity to utilize these techniques whether they are presenting to colleagues, clients or potential investors.”

Dale Carnegie Training provides the following four stages to perfecting your presentation:

- **Plan** - Describe your audience as it relates to the topic and define the purpose of your talk as it relates to the outcome you seek. Plan the content of your presentation around your purpose and your audience's interest and level of understanding. Use words and phrases common to your audience, and focus on your purpose.
- **Prepare** - Establish a positive mindset by valuing your message and prepare the structure and timing of your presentation. The structure Consists of three parts:
 - *The attention-getting opening* - Use a question, make a startling statement, or relate a relevant incident to elicit the audience's interest. The opening makes up 5 to 10 percent of your presentation.
 - *The key ideas* - Your presentation should contain 4 to 6 different points that you must back up with evidence such as statistics, testimonials, demonstrations, and analogies. Make sure that the key ideas all support a coherent message. This should make up 80 to 85 percent of your presentation.
 - *The memorable closing* - You can close by summarizing or restating the message or by throwing down a challenge to your audience. A close that relates back to your opening can also be effective. Whatever you choose for your close, be sure you tell your audience what action you want them to perform. The close should make up 5 to 10 percent of your presentation.
- **Practice** - Review your content, rehearse and get feedback on your presentation, and build enthusiasm and confidence to present. Rehearse the timing of your presentation to be sure that it falls within your time limits. Be sure to allow time for questions, if it's appropriate. Consider videotaping yourself rehearsing, and then review the videotape for distracting mannerisms and other signs of nervousness. Remember that the best cure for nervousness is confidence, and that confidence comes with practice.
- **Present** - Make a positive first impression. If possible, establish eye contact with your audience. Be yourself and relax. Own your subject and build rapport with the audience to hold their attention and project the value of your message. When speaking, be natural.

Speak in a heightened conversational tone. Slow down and emphasize important points, and pause before and after key points to set them apart.

About Dale Carnegie Training

Dale Carnegie Training partners with middle market and large corporations as well as organizations to produce measurable business results by improving the performance of employees with emphasis on leadership, sales, team building and interpersonal relations, customer service, public speaking and presentations and other essential management skills. The courses are available in 27 languages throughout the world; they cover the entire United States and reach over 70 countries. Dale Carnegie Training includes as its clients 400 of the Fortune 500 companies. Approximately 7 million people have experienced Dale Carnegie Training.

Dale Carnegie's corporate specialists work with individuals, groups and organizations to design solutions that unleash your employees' potential, enabling your organization to reach the next level of performance. Dale Carnegie Training offers public courses, seminars and workshops, as well as in-house customized training, corporate assessments, online reinforcement and one-on-one coaching.

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