



dms4all

Digital Marketing Skills4All

Presentation Skills

Quick recap

How did you find your session yesterday?

Give me one thing you took from yesterday's session



Today's to-do list

Today we are going to look at **Personal Skills**

We are also going to look at time management, leadership skills and creating a cv.



Learning Objectives

By the end of this session you will

- Understand the key skills that make a good team leader
- Be able to write a cv
- Be able to present yourself or your business with confidence



Show of hands

Show of hands, does any **presenting** already?



Leadership Skills

Being a **good leader** is not just about managing a large team.

It gives you the skills to manage your own business.



Leadership Skills

Active listening

Empathy

Ability to make decisions

Flexibility

Communication

Time management

People management

Vision, Passion and Drive



Leadership Skills

When you look at that list how many of those skills do you have?

If you had to tick them off how many would you score?



Workbooks out

I would like you to go through the list and score yourself out of 10
Make notes, analyse yourself.



Time for this activity: **20 mins**



Active listening

Empathy

Ability to make decisions

Flexibility

Communication

Time management

People management

Vision, Passion and Drive



Quick Quiz



Why is it important to be a good leader?

A *Get a better job*

B *Manage people better*

C *Be more effective*





Any questions?



Leadership Skills

There are ways that you can improve your leadership skills.

Identify your strengths and your weaknesses.



Leadership Skills

You have a starting point to develop from.
You can set goals, and think back to
yesterday with our FABs and our goal-setting.



Leadership Skills

Your first coursework assignment of Friday will focus on some of these leadership skills and give you some useful reading to help develop areas you feel you might be struggling in.



Up next

We are going to move on from leadership skills and take a look at highlighting some of them them by creating a CV.



CV's

You might think you don't need one.
Just because you aren't applying for a job
doesn't mean it's not a useful exercise for you.
It's a good way to focus on the skills and
abilities that you have.



We want to look at the content.

The important information that you need to include. Your CV should always be evolving, as you learn new skills and develop yourself you will be able to add those things in.



It's a summary of your skills and abilities that you can then elaborate on them when you are at your interview or in the bio/blog you are writing.



Start with your employment history,
most recent job first.



List your skills and achievements,
a few short bullet points should describe
your key achievements and genuine skills.



Education, again most recent at the top.
Where you went and when.
The subjects you studied and the
awards/qualifications you gained.



Interests and activities next, think of these as conversation starters



Try and avoid jargon and buzzwords.
Your CV should be honest and a good
reflection of you



You should include a personal statement that should highlight your skills and expertise.



Lets write a CV

I would like you to complete your CV with all the relevant sections.

Time for this activity: **15 mins**



Quick Quiz



Why is writing a CV a useful exercise ?

- A helps you apply for a job*
- B makes you focus on your skills*
- C helps you concentrate*





Any questions?



Presentation Skills

Presenting to a customer, presenting to a networking group or presenting yourself at an interview.

It doesn't matter why you are doing it but it does matter that you are doing it well.



It's all about being clear and effective.
In our generation of zoom and straight to camera social media posts, being able to present yourself well is an essential skill in pretty much every industry.



Be confident

Be prepared

Be passionate

Don't try to sell, just talk.



Preparation is everything, don't just try to wing it. All it does is put pressure on you. There's nothing wrong with a script.



Be honest, be realistic and be practised.



Presenting well

If you want to prepare a script - go for it,
even if it's just bullet points,
it will help you create a better flow.



Presenting well

Understand your audience



Presenting well

Tell the story of you



Presenting well

Create a call to action



Presenting well

Use storytelling to make your
presentation come to life



Presenting well

Rehearse



5 P's of presenting

Purpose

Plan

Prepare

Present

Passion



Presenting well

Watch your body language.

What you say is 50% of your presentation.

How you act and look makes up the other 50.



Body language

Posture, leaning back, too far forward or slouching are all seen as bad posture at interviews and meetings.



Body language

Eye contact, human nature we feel uncomfortable holding eye contact especially if it's someone you don't know.



Body language

Pointing and gesticulating, try and keep still, most people talk with their hands but you don't want to be pointing and waving your arms around wildly.



Body language

Arms, it's important to make sure your arms are in the right place!



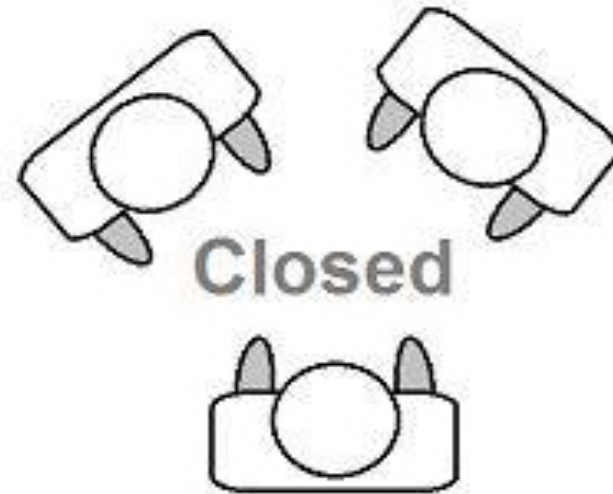
Closed and open groups

At networking events you are mainly standing so you need to make sure that that body language makes you look approachable and friendly.



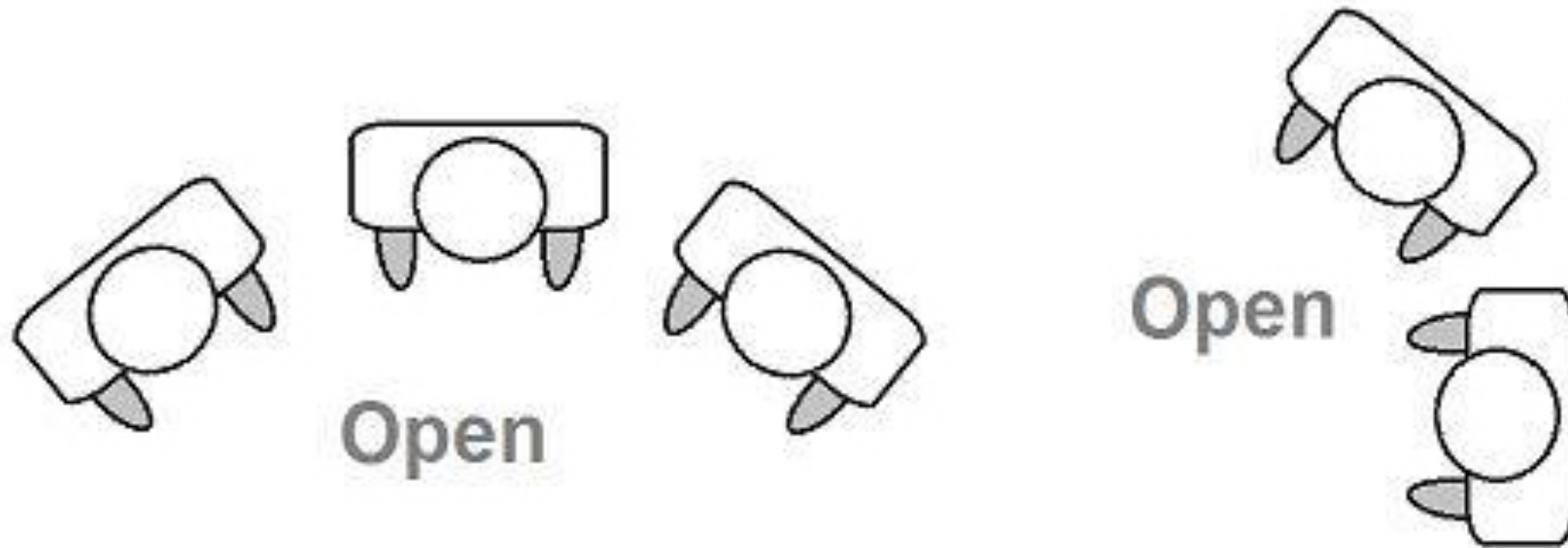
Closed and open groups

Closed groups of two or three mean it's a private conversation and that new comers aren't welcome.



Closed and open groups

Open groups will stand in a semi-circle rather than a circle so there is room for people to join



Online etiquette

These days so many of our meetings and networking sessions are carried out over zoom its worth remembering some of the basic rules in presenting yourself to an online group.



Online etiquette

Cameras - on as much as possible



Online etiquette

Mics - keep yourself on mute unless you are speaking



Online etiquette

Be polite - if you want to speak raise
your hand



Online etiquette

Chat - don't start independent conversations
in the chat



Online etiquette

Punctuality - Don't sign in ten minutes after the start



Online etiquette

Be prepared - if you need to speak make sure you are ready



Online etiquette

Dress properly - look tidy, don't sit with a hoodie on with the hood up or sit in your dressing gown



Online etiquette

Always try and treat a Zoom or a Teams call like a real room meeting.

You need these people to think highly of you so give them good reason to





Any questions?



Time Management

Time flies when you have loads of things to do, not just when you are having fun.

The golden rule of time management is “time is money”.



The 4 D's

Do, Delay, Delegate, Delete



Do

Set yourself an hour once a day and use that hour to only work on tasks that you can complete quickly.



Delay

Look at the things you have on that day's to-do list and consider whether it is the best use of your time that day.



Delegate

Does it have to be you that does the task?



Delete

Remove any unnecessary tasks from your to-do list



Priorities

It is all about prioritising.
Ask yourself questions to help you
decide on the order jobs get done.



T+M=P

Good time management leads to better productivity



Ideas

Break your day up into sub-sections.



Ideas

Give your tasks a time limit.



Ideas

Give yourself a routine

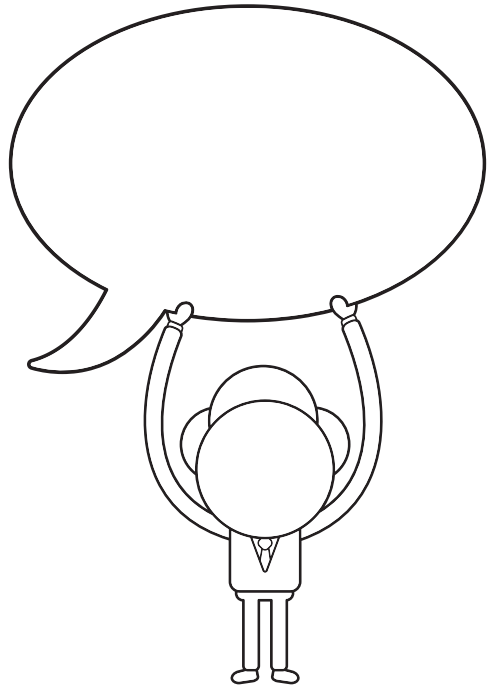


Ideas

Do a Time Audit



Show and tell



Does anyone want to share
their ideas with us?



Best Practice

Rehearse

Be prepared

Don't be controversial

Schedule





Any Questions?



Coming up soon to extend these skills

Your LinkedIn session will utilise your CV and your Mindset session at the end of the Bootcamp will add more skills to your arsenal.



Quiz



No Quiz today



Final thoughts

Any comments on today?

What one thing do you feel you have taken from or improved upon from today?



Don't forget

Make sure you **submit your workbooks**, once you do you will get a copy to your email.

That email will have the links to download today's slides and notes.



Extra help

If you need any help with anything from today's session feel free to message me in the WhatsApp group.

If you have any other issues or problems related to the course or the tools speak to Andrew and Irfana, they are here to help you.



Up next...



See you on tomorrow for **Facebook**

