

## Persuasive Presentation Skills through Psychological Influence (for Tech Executives & Engineers)



CONNECTION TECHNOLOGY 裝備未來  
**FUTURE SKILLS**

**Good presentation skills go beyond simply sharing information.** The ability to deliver a persuasive presentation is a crucial asset in achieving your goals.

As we move into the age of artificial intelligence, it is of utmost importance to recognize that having an informative presentation alone is not competitive enough in the workplace. In order to make a lasting impact, presentations need to be effective, attractive, memorable, and capable of driving others to take action.

One key to achieving this level of effectiveness is through the use of psychological appeal. By understanding the principles of persuasion and influence, your presentation will **be motivating and inspiring to others.**

Programme Code	10015056-05
Date and time	2 February 2024 Friday 14:30 – 17:30
Venue	HKPC Building, 78 Tat Chee Avenue, Kowloon, Hong Kong. (Kowloon Tong MTR Station)
Medium	Cantonese supplemented with English   Teaching note in English
Course fee	HK\$2,000 (Early-bird: HK\$1,800, applicable on or before 12 January 2024) Application Deadline: 26 January 2024

### Learning Outcome

After attending this course, the following areas will be enhanced:

- Knowledge for using psychological influence in presentations include identifying your audience's needs and motivations, using emotional appeal and establishing a sense of urgency
- Skills to deliver a persuasive presentation in the workplace
- Self-awareness in presentation

## Programme Contents:

### i) Enhancing Presentation Competency by Psychological Appeal

- Influencing Others' Mind in Presentation: Applying 5 core factors of influencing psychology by Robert Cialdini
- Enhancing the Engagement Level of Audience: Selecting an appropriate presentation method to fulfill the cognitive need of audience (Visualize or Verbalize, Rational or Emotional)
- Self-Awareness in Presentation: Identifying the personal strength and common mistakes in business presentation

### ii) Practical Persuasive Presentation in Workplace

- 3P Model of Presentation: Effective strategic plan for preparing a persuasive presentation
- Presenting Idea by Storytelling Technique: Practicing the STAM Model of storytelling for enhancing persuasiveness
- Creating a Physical Surrounding: Influencing the audience by sensation effect

## Trainer's Profile – Celso WAN

Celso Wan has 17 years of experience in designing and providing learning & development solution and conducting trainings to various companies and organizations. His work portfolio includes Human Resource Management Advisory, Performance Coaching, Leadership Development/ Management, Relationship Management, Customer, Services and Employee Wellness.

Celso is specializing in Workplace Communication. He is committed to developing the communication competence by self-reflection and action learning.



His courses are designed practically by applying psychological theory in work environment. Celso has solid experience in helping many sizable companies to tailor-made leadership development program. He also works closely with government departments and has delivered many soft skills training sessions for them.

## Enrolment method

1. Complete the enrolment and payment online. OR
2. Mail the crossed cheque with payee name "Hong Kong Productivity Council" (in HK dollar) and the application form should be mailed to HKPC Academy, Hong Kong Productivity Council, 3/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (attention to Mr Sunny Chuang). Please indicate the course name and course code on the back of the cheque and envelope.

Enrolment form can be downloaded at  
<https://www.home.hkpcacademy.org/enrollment/>



<http://u.hkpc.org/aKP>

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