

INTRODUCTION

PRESENTATION SKILLS FOR THERAPISTS

Every tutor on every course urges you to do it... Get out there, make presentations, speak to local groups. This is the way to attract new clients, you are told. There's just one problem: you're horrified at the thought of speaking in public in front of an audience. Just you, up there on a stage on your own. Then, of course, there's the problem of finding these groups in the first place. In short, you know making presentations is a great way to attract new clients, but it's an avenue you think is closed to you.

Let's look at this another way. You've worked hard to acquire the skills to become a therapist. Before you started your training course, you didn't know very much but now you offer professional advice which produces results. Why not think of acquiring presentation skills in the same way? These are specialist skills so you go about learning them in exactly the same way as you did when studying for your professional qualification. After all, it worked the first time, didn't it, or you wouldn't be reading this, and learning how to speak to groups of people is far easier, far cheaper and far quicker to learn.

If you are unhappy about the idea of speaking to groups of people, or perhaps don't have the faintest idea how to gain access to these groups in the first place, the Certificate in Presentation Skills for Therapists is the course for you. Once you know exactly what to do and how to do it, you will be able to side-step any fears you may now have.

The Certificate shows you how to write effective presentations and teaches you tricks to improve your public speaking. It introduces you to the use of effective body language, identifies words and phrases to use and to avoid, and offers ideas for changing your own mindset on public speaking. It contains extremely practical advice on locating interested groups and making contact with them, preparation for talks, use of cue cards and prompts, and advice on how to manage a hostile audience. It also reminds you to take your diary with you, plus a good supply of business cards, because you will need them!

COLLEGE OF INTEGRATED THERAPIES FREE TRAINING COURSE

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