<table>
<thead>
<tr>
<th>TSC Category</th>
<th>Business Development</th>
</tr>
</thead>
<tbody>
<tr>
<td>TSC</td>
<td>Business Presentation Delivery</td>
</tr>
<tr>
<td>TSC Description</td>
<td>Deliver effective and engaging presentations for a variety of audiences</td>
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<tr>
<td>TSC Proficiency</td>
<td>Level 1</td>
</tr>
<tr>
<td>Description</td>
<td>WPH-BIN-5133-1.1</td>
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<tr>
<td></td>
<td>Plan, prepare and deliver presentations to stakeholders</td>
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### Knowledge
- Target audience profiles
- Stakeholders
- Elements of a structured presentation plan
- Resources for a presentation
- Personal and professional grooming tips for presentations
- Appropriate use of body language in delivering presentations
- Voice projection techniques
- Techniques for effective introduction
- Techniques for handling difficult questions
- Time management techniques
- Types of contingencies during a presentation
- Liability constraints of addressing public audiences
- Types of concerns and questions to expect from media outlets and at public events
- Deflection techniques

### Abilities
- Establish the target audience profiles, objectives and key issues for the presentations
- Prepare structured presentation plans to
- Establish talking points to be addressed at public events
- Liaise with the legal departments to determine the possible
| Set up the resources for the presentations | Deliver the presentations with clarity and manage dynamic context during presentations | Address concerns and receive feedback in a positive manner | Follow up with the necessary actions | Predict questions which may arise from addressing public audiences to craft answers pre-emptively | Field unplanned questions from the audiences and determine the risks associated with addressing certain topics | Address or deflect questions based on the liabilities associated with the questions |