

# PRESENTATION DESIGN AND DELIVERY CERTIFICATE

## Program Description

Knowledge is power but it's only half the battle. Sharing knowledge — that is, effectively communicating complex concepts to your audience — is the real strength.

This certificate program is designed to help you design, build, and deliver impactful in-person and virtual presentations to an array of internal and external audiences. The courses will provide you with an opportunity to examine, reevaluate, and collect rich insights into best practices for business, technical, and scientific presentations. Throughout this program, you will reevaluate current and past presentation practices that do not achieve the intended goals in order to help you refine your ability to deliver an effective message. You will practice techniques that can be adapted to meet specific communication needs including sharing highly technical information. Most importantly, you will have many opportunities to apply and experiment with the course concepts in your work.

You will be required to purchase Traci Nathans-Kelly's book "Slide Rules" to complete your coursework. For the best experience in this program, it is strongly recommended to take these courses in the order that they appear.

## Key Takeaways

- Create slide decks that support your live presentations to your target audience and act as a secure knowledge/information repository for stakeholders after your talk
- Identify shortcomings in your presentation skills and formulate a plan for improvement
- Replace old presentation habits with new best practices, shifting your focus to the needs and interests of your audience
- Engage with audiences that have differing expertise when presenting
- Strengthen your delivery methods and techniques
- Modify and deliver presentations appropriate for a multinational audience

## What You'll Earn

- Presentation Design and Delivery Certificate from Cornell College of Engineering
- 60 Professional Development Hours (6 CEUs)

## Who Should Enroll

- Business leaders
- Engineers
- Technology professionals
- Entrepreneurs
- Educators
- Consultants
- Anyone interested in effectively conveying ideas to a professional audience

## Total Investment

3 months to complete the program.

## How to Enroll

For more information and to enroll, please visit Presentation Design and Delivery Certificate (<https://ecornell.cornell.edu/certificates/engineering/presentation-design-and-delivery/>).

## Courses

Code	Title	Hours
eCornell CEEM571	Redesigning Slides for Impact	0
eCornell CEEM572	Engaging Presentation Techniques	0
eCornell CEEM573	Designing Slides for Live and Legacy Use	0
eCornell CEEM574	Strategizing for Audiences With Different Expertise	0
eCornell CEEM575	Projecting Expertise and Confidence During Presentations	0
eCornell CEEM576	Constructing High-Impact Content for Global Delivery	0