

Presentation Tips



10 key points
to help **YOU**
succeed!



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Introduction

One way to raise your profile is to seek opportunities to speak in public.

This could be speaking at an internal presentation, right through to delivering the keynote speech at a conference.

Unfortunately, overall the standard of public speaking is not that high and many presentations fail to hit the mark.

This guide gives 10 key points to help you succeed with your presentation.

Please [visit our blog](#) if you'd like further tips on public speaking and communication skills.



1. Prepare with the 3 W's

Ask yourself these questions before putting pen to paper or finger to keyboard.

Who is my audience?

Find out as much as you can about them, their knowledge of your subject and any questions they are likely to raise.



What is the purpose of the presentation?

It could be to convince, inform, motivate or entertain.

Why are the audience there?

You need to address this in order to ensure you make a connection.

2. | Prove your purpose

Having considered the 3 W's you now need to put a structure on your presentation and choose the best supporting evidence you have to prove your purpose.

Some presenters fall into the trap of delivering fact after fact but the trick is to **vary your support material**.

This could range from figures, statistics, case studies, anecdotes, analogies to props and even YouTube clips.

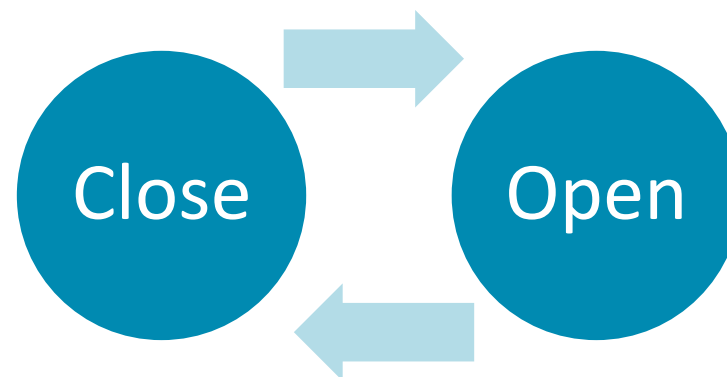


3. | Open and close with logic

Plan your closing before you plan your opening.

Plan a closing that logically relates to your key message or purpose. Then you can choose an opening that links to the close, giving your listeners a real sense that they have completed the circle.

Plus you opened and closed in a way that logically ties to your purpose.

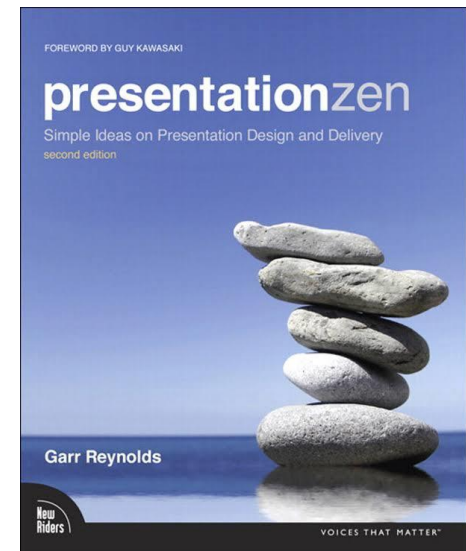


4. | Make your point with PowerPoint

Unfortunately many people use PowerPoint as a teleprompter. Your audience came to hear you **speak** – not read!

Keep text to a minimum and use images, charts or diagrams instead. If you feel an overwhelming desire for a lot of text - **have a second version of slides with additional text as a hand-out.**

In “Presentation Zen”, Garr Reynolds gives wonderful tips on how to create simple slides that have real impact.



5. Practice Practice Practice!

Practice will not make you perfect but it will definitely make you more comfortable with your content.



So how do you practice effectively? You record yourself to video or even on your mobile phone. When you have a version that you are happy with re-play it until you know it well.

Don't learn it by heart, because it puts huge pressure on you and can cause you to come across as artificial when delivered.

6. | Sing in the shower

Before a speaking event it is good practice to warm up your vocal chords and ensure that you have plenty of vocal variety when you come to present.

Sing in the shower, croon in the car or simply talk while you walk.

Avoid chocolate or milky drinks, including cappuccino, in the hours before a major event as they coat your vocal chords in mucus.



7. | Gesture

Making gestures gives you more energy which in turn makes you more engaging and prevents you coming across as “wooden”.

When you lose yourself in your content and forget about your hands you will be amazed by how they begin to move naturally with your words.

It is important to gesture in a way that is natural to you.

Watch the types of gestures you use when talking to people in a business or personal situation and incorporate these into your presentations.

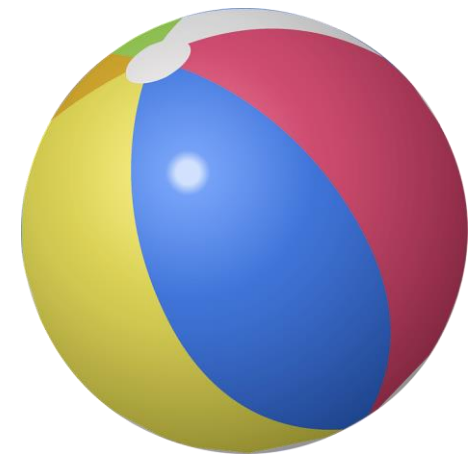


Gesture at times with one hand, the other hand and then with both hands. That is how we tend to gesture when in conversation so do not feel you always have to do double-handed gestures.

Always gesture above the waist.

Firstly, it allows people further back to see them. Secondly, they will tend to be a bit bigger.

If you struggle with this, imagine that you are holding a beach ball and are about to throw it. When you do this it automatically causes your hands to be about a foot apart and above your waist!

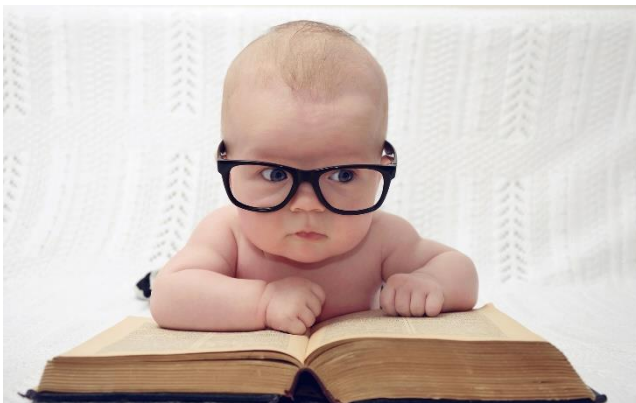


Don't be afraid at times to let your hands have a little rest from the gesturing, and remember to do what comes naturally to you.

8. | Keep your chin parallel

This might sound a bit weird, but keeping your chin parallel to the ground can really help with eye contact and voice projection.

It also ensures that you are not looking down your nose at your audience or speaking to the floor.



You could also try wearing glasses, if you feel they could help you look even more intelligent!

9. | Water, water and more water

Sipping water during your presentation is not only essential for lubricating your vocal chords but also for keeping you hydrated.

If you feel thirsty you are already de-hydrated which can affect your ability to think clearly.



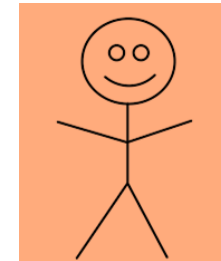
If the set-up allows then keep your water a little bit away from where you are presenting. This gives you somewhere to move to and can help use up some of your nervous energy.

If you keep your water beside your notes – you can then have a sneaky look as you sip your water, slowly!

10. | Be yourself

The little known secret of presenting!

The key to being able to be yourself is to be properly prepared so you can focus on getting your message across, engaging your audience and having a successful experience.



Remember to smile!

In China a smile is like a handshake. In a presentation a smile can be considered to be a virtual handshake with the whole room.

You do not need to take on a “presenting persona”. **Your audience is much more interested in seeing the real you!**

Whether you want to raise your business profile through public speaking, or simply want to motivate your team to take on new challenges, investing some time in developing your speaking skills will pay handsome dividends.

For more tips on all things presenting – check out our blog www.onyourfeet.ie/blog