


Presentation Skills

Quick Reference Guide

4 P's for Success <ul style="list-style-type: none"> Plan Prepare Practice Perform 	Plan <ul style="list-style-type: none"> Identify objectives and purpose of presentation Know your audience Timing – know how long you have Collect relevant information <ul style="list-style-type: none"> Brainstorming Mind map Examples Experience <p>“To fail to plan is to plan to fail” Benjamin Franklin</p>	Prepare <ul style="list-style-type: none"> Energy levels and Concentration Content and Structure <ul style="list-style-type: none"> Clear messages Short sentences Triads – the rule of 3 Anaphora – word repetition Notes Visual Aids For questions <p>“It usually takes three weeks to prepare a good impromptu speech” Mark Twain</p>	Practice <ul style="list-style-type: none"> Practice! Practice! Practice! <ul style="list-style-type: none"> Breathing Talking out loud In front of someone <p>“I have a dream...” “Yes, we can!”</p> <p>Practice does not make perfect. Only perfect practice makes perfect” Vince Lombardi</p>
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About Performing <ul style="list-style-type: none"> Relax Breathe Pause Focus on the audience 	Skills of Performing <ul style="list-style-type: none"> Image Comfort Energy Translation Tone <ul style="list-style-type: none"> Speed Volume Pitch Inflection Rhythm <p>About body language “Intangible qualities are communicated”</p>	Image <ul style="list-style-type: none"> Adopt centred posture Hands in neutral position Use gestures for emphasis Look at the audience Avoid distracting accessories <p>“Play the part”</p>	Comfort <ul style="list-style-type: none"> Breathe to reduce stress Focus on your audience Prepare your state of mind Eliminate or reduce barriers – position yourself well in the room. <p>“Put yourself in control”</p>
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Your Turn! 	Energy <ul style="list-style-type: none"> See and be seen Movement to involve your audience Eye contact and scanning Voice projection – applying emphasis <p>“Show interest and enthusiasm”</p>	Translation <ul style="list-style-type: none"> Use slower pace for authority Modulate the voice Use pauses for impact Eliminate any distractions Avoid negative words <p>“Stay in control – stay present – and be you!”</p>
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<p>Make your audience hear, see and feel what you say:</p> <ul style="list-style-type: none"> Use examples, stories, analogies Be credible - third party references Use questions to guide your audience Be explicit about advantages, implications or benefits of you Summarise and emphasise your key points – leave the best until last - it will be remembered 	<p>The Opening</p> <p>By the end of the presentation:</p> <ul style="list-style-type: none"> What would you like your audience to be able to do / know or take with them? Purpose How will you get them to listen and engage? Hook or Benefit? What will be the topic of your presentation? Map or path to the goal? <ul style="list-style-type: none"> 1) 2) 3) 	<p>Knowing Your Audience</p> <ul style="list-style-type: none"> Who are they, what are their roles, interests? What benefits do they seek, what prejudices might they have etc.? What is their world all about? What is on their minds right now? What might they disagree with? Your objective – what are you aiming to achieve: <ul style="list-style-type: none"> To tell them about? To persuade them to what? 	<p>The 3 T's</p> <ul style="list-style-type: none"> Tell the audience what you are going to tell them <ul style="list-style-type: none"> Relax Build rapport / Trust WIIFT Tell them <ul style="list-style-type: none"> Present Seek feedback Invite questions? Tell them what you have told them <ul style="list-style-type: none"> Reiterate key points Invite questions Closing words <p>Consider FAB</p> <ul style="list-style-type: none"> Features Advantages Benefits
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<p>Why do people ask questions?</p> <p>Focus on the motivation behind the question:</p> <ul style="list-style-type: none"> Need for information Need for clarification To resolve a doubt A test or set-up 	<p>Give the audience what they want - anticipate and rehearse the questions you think might be asked</p> <p>A - Accuracy</p> <p>B - Brevity</p> <p>C – Clarity</p> <p>‘Don't know’ questions</p> <p>Try to avoid saying “I don't know”,</p> <p>Try other euphemisms, “I'll check that for you”, “That's a good question” – perhaps open out to audience or “ - I'll get back to you” and/or move to “What I do know is...”</p>	<p>Effective question and answers</p> <ul style="list-style-type: none"> Keep your answers short Check back and confirm they are happy and can move on Unless for clarification try not to ask a question from a question
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<p>Using slides</p> <ul style="list-style-type: none"> Use a title to give identity Use bullets, letters or numbers to separate Always use upper and lower case - NEVER JUST CAPITALS! Use colours sparingly – avoid red text Don't overload – 6 x 6 rule 	<p>Do your best for success, relax and go for it!</p> <ul style="list-style-type: none"> Remember, you don't have to be perfect Don't deny your fears – winners aren't afraid to lose Allow your nervousness to be part of your preparation Focus on doing your best Visualise a successful outcome Remember that your audience wants you to be successful Give yourself permission to make mistakes
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