Presenting with Impact

Liza Oxford-Booth

**GREENBRIDGE**

ALCHEMY LIMITED

*Developing confident business people in a changing world*

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**Random notes about presenting**

Most people only remember about 20% of what they hear

We remember 10% of what we read

We remember 20% of what we hear

We remember 30% of what we see

We remember 50% of what we see and hear

10 – 20 minute speaking rule: change pace, interact with audience

Consider the time it takes to prepare (depending on length and size of presentation)

Writing the initial draft, refining the draft, rehearsing and rewriting

19 hours of preparation isn’t unreasonable for a good presentation!

PowerPoints – only if a large enough audience, don’t clutter the slides, only use two colours, be aware of font size, use images where you can.

Never apologize to your audience.

**Three essential ingredients that make a good presenter and presentation**

**Content**

* Selecting material to include or not to include
* Your audience will only have a limited capacity of how much they can absorb
* Variety – anecdotes, statistics, examples, quotes, diagrams, charts, jokes
* Keep your audience in mind – the content has to be suitable for them – not you!
* Why have you been asked to present?
* Prepare rescue material. Can be useful for Q&A at the end
* Know your topic inside and out. Find out about the latest trends
* Research your audience if you can

**Structure**

* Patterns are essential to structuring your presentation.
* Make your presentation pattern / structure obvious to your audience and they will thank you for it
* **Common patterns**
* Problem – solution.
* Chronological
* Numerical – not too many.
* Physical locations – London, Paris, Munich.
* Extended metaphors or analogies’
* Cause and effect
* Divide a quote
* Divide a word using acronyms
* Theory into practice
* Topic pattern – who, where, what, when, how, why etc.
* Place content onto index cards and play with the order
* Five essential elements that make up the skeleton of your presentation

1. A goal
2. A power statement
3. An intro
4. Main points
5. A conclusion

**Delivery**

Verbal – what you say – the words

Vocal – How you say it – music to the words

Visual – How you look when you say the words

Rapport

Enthusiasm – energy – be aware of dips in energy as your voice may fade away

Pause – for longer than you think.

Know your room.

Be careful of sweat patches under the arms and down the back!

**Exercise and stretch before the presentation**

Don’t speak from the neck – vocal chords will become stressed.

Lower your voice if you can

**Controlling those nerves!**

What are the symptoms of nerves?

Heart pounding

Dry mouth

Hands shaking

Forehead sweats

Stomach is like a washing machine on full spin cycle

Avoid pills and alcohol

Channel your nervous energy / tension into your presentation and delivery

Take deep breaths – Breath in for four, breath out for 8

Stretch, head roll, arm lifts, jawbreakers

Leave time to use the bathroom

Remember the audience wants you to succeed

Drink plenty of water – vocal chords need lubrication

Eat and keep energy levels up

Do something that calms you beforehand

Visualization techniques – run through in your mind you giving your entire presentation.

Prepare for Q & A in advance

Practice your opening well

Rehearse out loud.

Time your presentation

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(Can’t see what you are looking for? Give me a call)

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