Part IV: Presentation Skills
Speaking has an advantage over writing

We have to use techniques to make written words sound real

Speaking - You are there – live – real

You are animated

This is the best form of communication
Issue

Issue is you

How you feel about speaking determines what kind of speaker you are

Mastering your nerves is the key

It starts with seeing the audience in a new light
See the experience like talking to a friend
When you speak to a friend you look them in the eye
You adjust to any reactions you see on their face
You are interactive with them
Speaking to an audience is the same
It is just a larger group
What is the number of people you feel comfortable speaking?
Are you fine when it’s only one-one one?
What about two, three, four people?
The next time you are with a group or 2 or more, pay attention

What do you do?

Just stare at one person?

You are inclusive – you look at everyone

Otherwise, it is rude
The same when reading while presenting
It is rude when you do not look at your audience
It’s like they are not relevant to you
Why would they trust you
Why would they seek your services
The key is to lift your head up from your notes and make eye contact one person at a time. Just like you would in a conversation with friends. What you will see is you can read them—their body language will communicate with you. You will relax.
Fear

Public speaking is anxiety producing
If you don’t feel it, then there is something wrong
The key is to turn anxiety into positive energy
Survival reactions are things we do automatically (especially when adrenaline is flowing)
Our fight or flight kicks in and can cause chaos – this makes the situation worse
Survival Reactions

Intellectual – Mind draws a blank (can’t remember a name or a word or – this is you mind’s attempt to distance yourself from the situation (like running away from the bear)

Verbal: Words like umm, sort of, actually, kind of – a sign that you are trying to buy time while you figure out what’s next
Physical: Sweating, dry mouth, rocking back and forth, tapping a finger or leg, waving hand in a repetitive movement – all signs you just want to run away.

But you can’t so you channel it through your body in other ways.

We all do them – box them up and put them away.
Fear inhibits execution

Inhibiting fear we can execute on multiple levels

We need to be able to stay focused –

We deal with the audience on a subconscious level and you need all of your senses focused

Body language to body language
We can practice what we say and we can practice putting away our survival reactions and being ourselves.

You are practicing to be yourself.

But when you sweat and umm and ahh – you are not being yourself.

We can control fear with a system and learn the system until it is second nature.
Practice. How do you learn a song – you practice

It is the closest antidote for fear

Fear is more likely to take over when less prepared

Practising allows the words to flow out despite nerves
Successful Presentation Is Story Telling

When it comes to explaining or giving instructions – an email or written material will do

Presentations are human to human – tell a story to engage the listener.

People like people and people like people stories - whether they are yours or someone else’s
Presentations

People want to see you succeed – they came to see you

No point if you do not do well

Need a beginning, middle and an end

Just like writing, people can only handle listening to so much detail

You need a central point (just like writing)
Successful presentations are public stories - they're rehearsed,
Just like writing - they're revised.
They involve not just our words, but our bodies.
They involve our awareness of our audience and our context and our purpose
Format

The Introduction
The Body
The Conclusion
Q and A
Introduction

You are your most nervous at the beginning
Make the introduction important
You need to tell a story and set the tone
Builds audience trust
Be sure to practice
Introduction

Start with a welcome and introduce yourself

Acknowledge any one you to need to (do not mess up anyone’s name)

State the agenda – people need to know where they are going

Similar to introductory process in writing

Tell a story – yours or a clients
Now you are ready to convey your message

The question is...

If you had your choice, what do you really want people to know –

What more than anything else, do you want them to understand?

Come up with one compelling point: ie “You can make healthy changes easily”
The Body

That is a theme - not a title – Discuss the theme after the intro. Should be reflected in the title of presentation

Create three separate parts to go with it

Each section has a topic sentence is back up with data

Data: studies, client stories, fun facts

Don’t forget the compelling point – “Health made easy”
The Body

Example: Talking to a group of menopausal women concerned about heart health

Theme: Making easy health changes for heart health

Three Parts: Food, Exercise, BMS

Food: Pick three types of foods for heart health, discuss research that backs them up, list some easy tips for putting them in the diet (can even tell about how a client add this to her diet)

Exercise: Pick three type of exercise that may appeal to this group, why exercise helps heart health (research) and tips to over come issues with exercise like time management

BMS: Pick three fears (based on clients) that this group may have – discuss the benefits of positive mind frame, site research about the importance of emotional health
Each section of content must tie into the one compelling point

So the suggestions should be easy

Unlike a business letter – the most compelling section should be last – build to it

BMS is the most interesting for menopausal women

Food most interesting to type II diabetics
Keyword

Show up in each section of the body

Key for example is “easy”

Use other versions like “simple” “client found this worked perfectly for them” “Don’t need to think about it”

Sum up each section with a closing statement using a version of the keyword
The Conclusion

Sum up what you have said – re-enforce the key word

If you run out of time – and can’t get to the conclusion – it’s okay because each section was complete

The conclusion allows you to remind them what you want them to take away for the talk

“Health changes can be made easily and you can do it – it does not have to be complicated”
After Conclusion

Thank everyone for attending
Ideally there is a discussion – Q and A
Allows you to get to know them better
Hear their concerns to be better able
direct the conversation to their needs
This builds the relationship further
Remember to be sincere
Promoting a program

Throughout the presentation – tell client stories so they can identify with those who work with you

Make sure they see what you do with clients

Outright permission depends on the venue and the person who asked you to speak

Most always allow something.

The best is taking a few minutes at the end to explain your “offer” – just like copywriting
It’s Important To Remember

Be welcoming, warm, generous, trustworthy- this leads being an authority.

Deliver your points with sincerity, no matter what

Build your audience to be with you.
They will suddenly become a part of your presentation and a part of your mission.
The Formula

It is still a story – but the punchline is told at the beginning (the theme)

It is a circular story – the beginning predicts the end and the end anticipates the beginning

Be sure to push the compelling point through out the presentation

This way they are always think about it
Perfecting Your Presentation Skills

Don’t worry about how you look – Mick Jagger

It’s more important that you come across with passion

You want to be able to forget you are on stage and the only thing that matters is the words you convey

Rehearse

Rehearsing makes it seem natural
Limit words on each slide of the presentation so that you have to add words for it to make sense

Practice until the words flow out of you

Practicing allows you to catch ideas that don’t make sense or flow and correct them

Helps you practise when to breathe and pause – take a sip of water
Choosing Your Words

Make sure your presentation speaks to what can be and provides hope.

Many words that work in writing will work here.

Writing actually helps you speak better, phrase sentences better.

You will also find your best words for what you do.

Don’t be afraid to practice out loud, telling a story for you write it down, also practice phrases.
Rehearsing

You are your own best critic

More importantly – you will be able to talk over the nerves

To test how well you know it – create an outline on paper from memory

This shows you have internalized – you own it.

Allows you to speak with passion and conviction
When You Speak

Small audience – get to know them – ask them some questions – could be very specific.

Large audience – talk to them before the talk begins - ask them how their drive was etc.

Smile and relax your body

Go slowly and then speed up

Ending of Introduction – upbeat, speak with passion and authenticity
Building Your Confidence

No one likes their own voice

We all instinctively use um or ahh or sort of

The only way to get over it is to practice.

Practicing allows you to be more articulate and eloquent

Make a video – so you can see your weird physical habits and hear your ums
If You Are Not Using Power point

Mark up your presentation

Bold letters that you skip over as you read, your eye will literally catch the letter, and you'll say it.

Bold words or underscore them that you are having trouble saying or that you want to emphasize.

Mark rising inflection with a diagonal line or arrow upwards. Mark lowering inflection with a diagonal line or arrow downwards.

Write in pauses
Your Body Language

Rehearsal allows you to replace survival movements (like rocking back and forth)

Figure out how you like to stand

If you are small – don’t stand behind the podium

Can anchor one hand on the podium if you like

If your hands are shaking – use them

Talking with your hands can help focus your mind

Don’t flap them like a windmill
Hands can be used to make a point. ie  
Point 1- hold up one finger  
Opening your arm span makes you look larger and can imply openness  
Open arms should be between waist and chest  
Look at other speakers and pick one whose style you like and learn to stand and use body like they do  
Make sure you feel comfortable
Remember people want you to succeed
You know your material
You know your audience
And you know your objective
Go Rock It!