



Presenting with Power

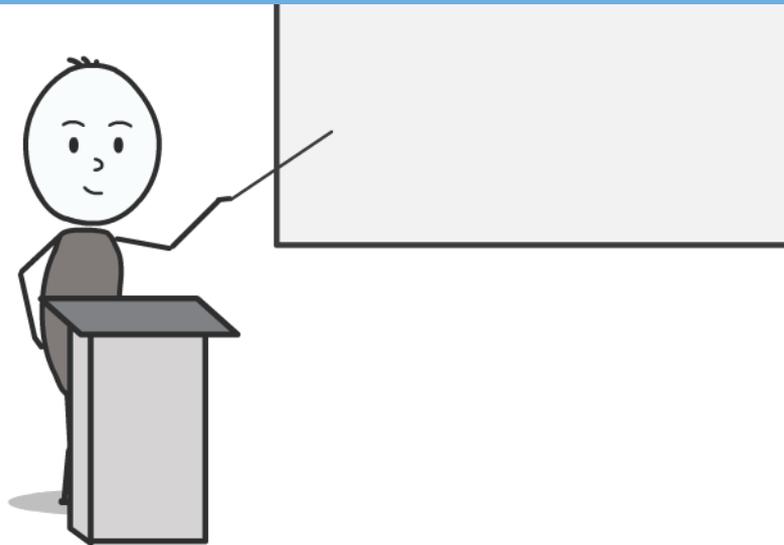
“Captive, Motivate, Inspire & Persuade”

Great presenters, like great communicators didn't start out that way. They honed their skills over time, through training and practice. This self-study workbook will give you the skills and techniques to do the same.

NAME

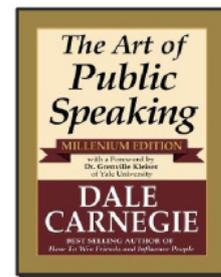


THE IMPORTANCE OF PUBLIC SPEAKING



THE THEORY

In 1915, Dale Carnegie wrote the world's first self-help book, the *Art of Public Speaking*. The key message was how to get your point across in the most memorable and engaging way.



This means that even 100 years ago, people had to find a way to distinguish themselves from the crowd to succeed. If this was true a century ago, it is especially so today. Research has shown that one of the most important skills that employers look for during interviews is the candidates' ability to give clear speeches and presentations in front of bigger audiences.

Even after you've been hired, public speaking remains key to standing out at work. In a recent survey by 'Job Outlook 2013' of over 240 employers, the ability to communicate verbally was ranked the most valuable skill by far.

Unfortunately, public speaking is not something that comes naturally to most. In fact, it's one of the most common social phobias.

As much as we'd all like a quick fix to becoming a great presenter, the truth is it can only be achieved through learning new skills and practicing them. A lot.

FEAR OF PUBLIC SPEAKING

{ ALSO KNOWN AS GLOSSOPHOBIA }



74% OF PEOPLE SUFFER FROM SPEECH ANXIETY

THE CHALLENGE

Take a look at the list of techniques to control your presentation nerves below and rate them in order of perceived effectiveness (1 being very effective – 5 being not very effective):

- Try to imagine the audience wearing their underwear
- Admit to the audience that you're feeling nervous
- Make sure you don't use your hands when you talk
- Memorise your slides so you won't forget important details
- Look at a point just over the audience's heads and they will think you're making eye contact with them

Time to bust some myths!

All of the above techniques are common presentation myths.

Every time you speak in front of a group you can perpetuate the myths by using the same old presentation practices that disengage the audience and may even limit your career.

Very few people have had any formal training on how to engage an audience and get a message across effectively, so it's no wonder people rely on presentation myths to cope.



HERE'S THE REALITY:

Myth #1 – Try to imagine the audience wearing their underwear

Supposedly, a naked audience is less intimidating! Rumour has it that this idea came from Winston Churchill, who used this technique (among others) to overcome his fears of speaking in public. This is bad advice not only because it's disrespectful of your audience but because it puts a barrier between you and them. Just the opposite of what you should be doing: Connecting with your audience.

Myth #2 – Admit to the audience that you're feeling nervous

Would you want an airline pilot to tell you they feel nervous before a flight? Telling the audience that you feel nervous will make them feel uncomfortable and compromises your credibility.

Myth #3 - Make sure you don't use your hands when you talk

Hand gestures convey enthusiasm and energy. Awkwardly quashing hand movements during a presentation can look inauthentic.

Myth #4 - Memorise your slides so you won't forget important details

Far too often presenters resort to memorising their material. Forget a word or phrase and that can derail your entire presentation as you struggle to remember what comes next.

Myth #5 - Look at a point just over the audience's heads and they will think you're making eye contact with them

Despite what you think, it will be pretty obvious to everyone in the crowd that you are not actually looking at them. Intentional eye contact enhances your credibility and trustworthiness.

TAKEAWAYS

THE ABILITY TO PRESENT IDEAS IN A PERSUASIVE WAY IS ONE OF THE CORE SKILLS NEEDED IN THE TWENTY-FIRST CENTURY.

AS MUCH AS WE'D ALL LIKE A QUICK FIX TO BECOMING A GREAT PRESENTER, THE TRUTH IS IT CAN ONLY BE ACHIEVED THROUGH LEARNING NEW SKILLS AND PRACTICING THEM. A LOT.

WITH PRACTICE AND DEDICATION ANYBODY CAN GAIN THE SKILLS NECESSARY TO BECOME A GREAT PUBLIC SPEAKER.

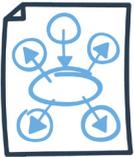


NOTES

6 SKILLS TO CREATE POWERFUL PRESENTATIONS

When someone delivers an amazing presentation, it can look effortless. However, the reality is, even the world's best public speakers have to work at it.

During this section we will explore six must have presentation skills and how you can use them to create presentations that will wow your audiences.



SKILL #1 - PLAN

THE THEORY

The audience is captured by the story you tell, not the slides it's told on.

You should use twice as much time planning your presentation on paper as you do creating the actual slides.

Most people start a presentation in PowerPoint, by entering text on the slides. This is a bad idea.

The content should drive the design.

THE CHALLENGE

TURN OFF THE COMPUTER!

Next time you have to give a presentation don't go straight to your computer. In fact, turn your computer off. As presenting guru Garr Reynolds explains on his blog, preparation should be analogue at the beginning. Your presentation ideas and patterns are easier to see when they are on paper, or stuck up on a wall.

"We don't know where we get our ideas from.
We do know that...we do not get them from our laptops"

- John Cleese



SKILL #2 - PRACTICE MAKES PERFECT

THE THEORY

As with all things, practice makes perfect. Relentless practice can make anyone into a 'naturally charismatic' presenter.

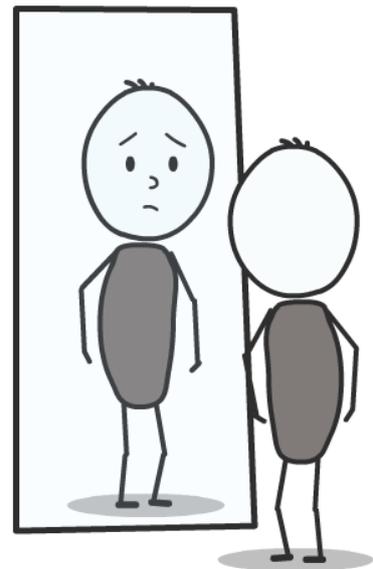
Steve Job's practiced his presentations for hours, even days to make everything look effortless and smooth.

Try to practice individual slides or sections as you are working on them. Don't worry if you're not completely done with that slide or the entire presentation.

Practising in small bursts is far more effective than practising for the same amount of time at the end.

Research shows that people are more likely to remember your first and last words.

So you need to practice your opening and concluding points the most.

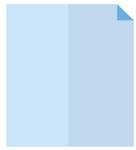


THE CHALLENGE

Next time you have a presentation to deliver, try rehearsing the lines in various positions.

Standing up, sitting down, arms open wide, hand on one leg, while sitting on the toilet etc. (ok that last one is definitely optional).

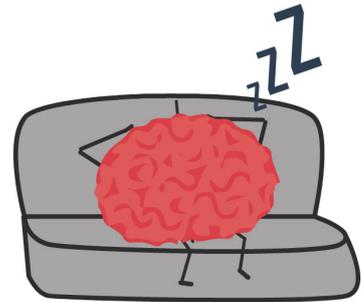
The more you mix up your position and setting, the more comfortable you'll feel with your speech.



SKILL #3 - KEEP IT SIMPLE

THE THEORY

The brain is fundamentally a lazy organ, so you need to make things easy for your audience. Most presenters like cramming their slides as full as possible, not understanding that less can be more.



Don't overload the minds of your audience with too much data. If they feel you're providing too much information they'll tune out and remember nothing.

Make your slides as simple as possible, introducing one topic per slide.

You want people to pay attention to what you're saying, not trying to read what is written, so avoid using bullet points or long sentences.

A picture is worth a thousand words so try to build visually engaging and aesthetic slides, preferring simple images over boring text.

Associating a picture with verbal information drastically increases people's ability to recall that information.

THE CHALLENGE

Focus is the key to a great speech. You can use this general rule of thumb to guide you: You should be able to express your main message in ten words or fewer.

Now take a look at one of your recent presentations.....

Is it packed with simple, specific, tweetable headlines? Does the script use plain English?

If you used data or statistics did you put them in context so their meaning is clear and easy-to-digest?

Can you spot any jargon, including overused, meaningless terms like "integrated," "platform," "leading-edge," "synergy," and so on?

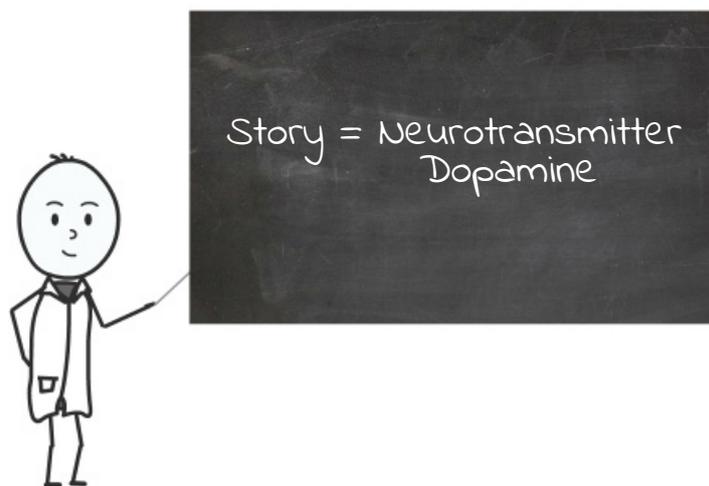


SKILL #4 - SPEECHES ARE ABOUT STORIES

THE THEORY

You can make your presentations more memorable by weaving stories into your talk. Here's the science to explain why...

When a good story captivates us, the neurotransmitter dopamine is released in the brain, which causes our concentration and interest to heighten.



When presenting, you can take advantage of this by including stories to connect emotionally with your audience.

The world's most captivating communicators rely on a three act structure. The narrative of the story is divided into three parts. The three act story structure works like this:

You start with the why. Why should the audience care about your message?

Next, provide the confrontation. Detail the problem or villain, and eventually, the solution or hero. This will allow the audience to see how your idea, product or training will make their life better.

And finish with the resolution. Resolve the conflict. Provide a road map to a better future, this could be a story of hope and leave the audience with a clear call to action. They will then understand what action they need to take.

THE CHALLENGE

How to structure your presentation?

A presentation should have three parts:

Introduction: Tell them what you're going to tell them

What the presentation is about and what the audience will gain from listening to you:

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Main body: Tell Them

Provide topic details, identify anecdotes and real examples to support your points:

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Conclusion: Tell them what you just told them

Summarise your key points and remind the audience of the advantages of your position, solution, options and conclusions:

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SKILL #5 - PROJECT YOUR VOICE

THE THEORY

There's nothing worse than a speaker you can't hear. Even in the high-tech world of microphones and amplifiers, you need to be heard.

A good voice, one that resonates throughout the room, delivers the message to everyone in the room.

Most motivational speakers have taken lessons so they can learn how to project their voices, because how the speech is delivered can make or break the message.

Here are four strategies you can try to improve your voice projection:



#1 FILL YOUR LUNGS

The way you breathe affects the way your voice comes out. After all, air flowing over your vocal cords is the reason you have a voice at all. To get a good breath, try imagining that you're filling your lungs from the bottom up, as if it was water instead of air.



#2 ARTICULATE WITH ENERGY

Most people have rather lazy diction. This means they don't use the tools of articulation, jaws, lips and tongue, with enough energy. The more energy you put into your muscles of articulation, the better your voice will resonate and project to your listeners.



#3 THINK BIG, NEVER PUSH

Never try to push your voice to make it louder. Instead, imagine that the inside of your throat and mouth are as large as the room you are speaking in. This will cause all the muscles around the inside of your throat to pull away, just as you do when you're yawning.



#4 MORE ENERGY PLEASE

It takes energy to speak well in public. You really do have to work hard. But you'll see the improvement in the connection with your audience and realise it really is worth all the extra energy.

THE CHALLENGE

Have a play with your voice!

Test this out in a large room with an honest friend or someone you trust. Stand at opposite ends of the room. Now focus on your friend – can you make yourself heard across the room? Now experiment with your voice.

How soft can you speak?

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How loud can you speak?

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Can you make your voice BOOM?

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Now put your hand on your belly and experiment breathing in different ways and see how your voice sounds.

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Get feedback from your friend on how your voice sounds.

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SKILL #6 - HAVE FUN

THE THEORY

Does the thought of having fun whilst presenting sound impossible?

With a little practice you can inject your passion for a subject into your presentations. Enthusiasm is really contagious.

Think of a time when you heard someone talk about a subject you had previously no interest in, but they were so enthusiastic about it, you couldn't help being intrigued, even fascinated.

When you see someone talking excitedly, smiling, full of energy and fun, you are keen to share what they know.

Your mind thinks "that looks good, that looks fun" and can't resist the urge to join.

THE CHALLENGE

Forget confidence, go for enthusiasm!

Before you deliver any presentation ask yourself these questions:

1. Why do I care about this?

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2. Why should it matter to the audience?

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3. What's the most important thing for your audience to understand?

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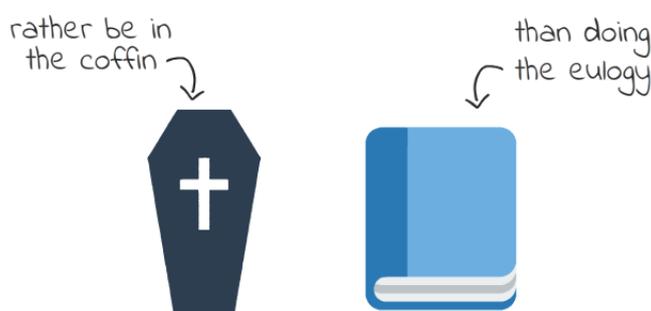
OVERCOME THE FEAR OF PUBLIC SPEAKING

THE THEORY

Fear of public speaking is one of the most common social phobias.

In fact, it's said that for most people, the fear of public speaking ranks higher than the fear of death.

This means to the average person if you have to be at a funeral, you would rather be in the coffin than doing the eulogy.



The fear of public speaking prevents many people from achieving their potential.

Imagine if you were comfortable speaking in public and took every opportunity presented.

How would your life improve?

You can either spend your life running from it, or face it head on.

Billionaire investor, Warren Buffet was terrified of public speaking. He was so nervous that he would avoid college classes so he didn't have to get up in front of people.

He even enrolled in a public speaking course and dropped out before it even started. So now you know you're not alone, how do you get better?

We're now going to cover four tips that can help alleviate your nervousness before a big speech or presentation.



THE CHALLENGE

MANAGE YOUR FEAR

Try this exercise -

Think of the things you do during a speech, or a brief introduction, in an effort to feel less afraid. What do you do in an effort to control your fear of public speaking?

Take two minutes. Write down all the responses you can think of:

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Typical examples include:

- End the speech as soon as possible
- Avoid any pauses or interruptions during the speech
- Avoid contact with the audience
- Hide the fact you're afraid

Have another look at your list above. On reflection, do you think any of these strategies help with your anxiety?

It's more likely, and indeed more common, that the items you've listed are in fact an effort to resist public speaking and resisting the role of the speaker.

Instead, try to embrace the role of the speaker and all the power that comes with it.

REFRAME YOUR THOUGHTS

THE THEORY

Negative labels, the ones people place on us and the labels we place on ourselves prevent us from reaching our potential.

People nervous about speaking in public say really negative things to themselves, things they would never say to anyone else.

Sayings like:

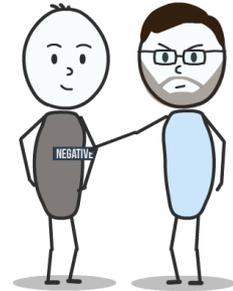
“I’m terrible at giving presentations”
or
“Nobody wants to listen to me. I’m boring.”

If these are the types of phrases you repeat to yourself day after day, it’s no wonder you get nervous.

You can’t control what other people say about you, but you can control how you frame negative comments and you can certainly control the things you tell yourself.

You’ll notice your confidence grow as you replace negative labels with words of encouragement, empowerment, and strength.

NEGATIVE LABELS



IT'S NO
WONDER
YOU GET
NERVOUS



THE CHALLENGE

Try these tactics to replace any negative thoughts with positive ones.

1. Use milder wording

Words really do matter and have a big impact on how you feel. For example, if you think “I really hate doing presentations” how could you reword this in a more positive way?

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2. Ask yourself “what is the best way for me to accomplish this?”

Try to focus on a solution rather than a problem. Try to think of a current fear or challenge you’re facing and write down the best way for you to overcome it:

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3. Ask yourself “what can I learn from this challenge?”

Instead of having a problem you now have a way to improve yourself:

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10-20-30 RULE

THE THEORY

The experience of sitting through a truly terrible presentation is nearly universal.

The dozens of identically themed PowerPoint slides stacked with text, the useless handouts and the dreary silence of the allotted Q&A section.

So why do smart, talented people, routinely give lacklustre presentations?

The answer.... we don't take presentations as seriously as we should, and continue to copy the long traditional presentation styles because that's the way we think we're supposed to do it.

So how can you avoid ever giving a boring presentation again?

Simple – you follow the 10-20-30 rule.

It's a simple rule created by venture capitalist Guy Kawasaki.

He states that a PowerPoint presentation should have ten slides, last no more than twenty minutes, and contain no font smaller than thirty points.

Let's break those components down further and find out why they are so effective.

Ten Slides

Ten is the optimal number of slides in a presentation because a normal human being cannot comprehend more than ten concepts in one session.

Twenty Minutes

You should give your slides in twenty minutes. Even if you have an hour time slot, give your presentation in twenty minutes and leave plenty of time for discussion.

Thirty Point Font

The majority of presentations contain font far too small to allow as much text as possible to be jammed onto the slide. The presenter then goes about reading the slide content. Force yourself to use font no smaller than 30 points.

Follow this advice, and the quality of your slides will undoubtedly improve.

THE CHALLENGE

Take some time to review one of your recent presentations and ask yourself these 10-20-30 rule questions:

How many slides did it include?

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How long did it take you to present?

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What font size did you use?

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How did you do? Did your presentation fit the 10-20-30 criteria?

Write down any feedback you received after giving the presentation:

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ACTION PLAN

KEY SKILLS (WHAT ARE THE KEY SKILLS YOU HAVE LEARNT DURING THIS COURSE)

WHAT WILL YOU DO DIFFERENTLY IN THE WORKPLACE?

WHAT OBSTACLES MIGHT GET IN THE WAY OF YOU ACHIEVING THIS?

WHAT, OR WHO MAY HELP YOU OVERCOME THESE BARRIERS?



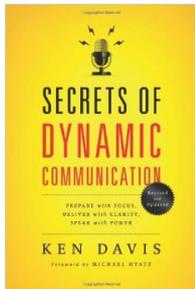
SUGGESTED READING

Anyone who would like more detailed explanations or additional advice on the topic of presenting should consult the following literature:



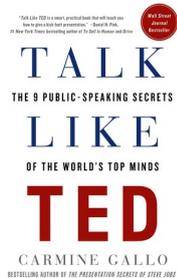
PITCH ANYTHING

Oren Klaff



SECRETS OF DYNAMIC COMMUNICATION

Ken Davis



TALK LIKE TED

Carmine Gallo

Alternatively check out a blog on presenting skills - www.presentationzen.com

This workbook was produced by:

