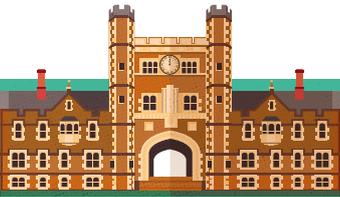




THE PUBLIC SPEAKING GURU

PRESENTING WITH

IMPACT



According to Princeton University, telling a story during a presentation is more memorable than just giving facts.

Aristotle said all stories should have:

A Beginning

What's already happened, or the state of things as they are now

A Middle

Talking about your ideas or plans

An End

Where things could be, with a motivating call-to action

BUT you don't need to stick to that order.

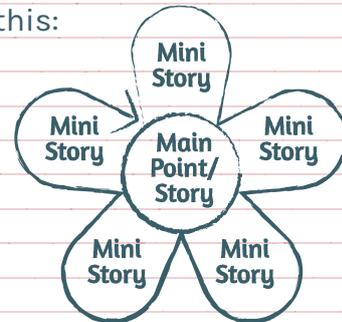
You can do this:



IN MEDIA RES



Or this:



Some Story Types

The Hero's story

a main character has obstacles to overcome

The redemption story

a situation going from bad to better

Bildungsroman

a story of growth

Be Interactive

Did you know?

1. According to a leading sales engagement organisation: If the attendees of a presentation do most of the talking, audience engagement is as high as 92%. If the speaker does most of the talking, it's as low as 78%.
2. The same organisation found the best sales meetings occur when a salesperson listens twice as much as they talk. Presentations might not be just sales, but the tenets carry over. **There's room for audience participation.**
3. Studies show that participation levels drop off dramatically after about 30 minutes. An "any questions?" session is good, but don't leave it till the end - encourage questions throughout.

HOW TO HANDLE QUESTIONS

Step 1

Thank the participant for their question. Makes them feel valued and buys you some thinking time. Be sincere about it, though.

Step 2

Listen carefully, and make sure you really understand what's being asked. Clarify and repeat it if needs be. Never answer the question you wish you'd been asked – it's disingenuous.

Step 3

Categorise the question into something you can answer now, something you already intended to cover in the rest of the presentation, or something you can deal with separately later.

Step 4

Answer them as best you can, and ensure the asker is happy with your response, allowing follow-up questions if necessary.

ProTip

If you don't know an answer, there's no shame. Admit it. Explain you'll look into it, ask a colleague, or open it up to the audience.

OH NO, IT'S THE HECKLER™ ! *What do you do?*

Job 1 is stay in control, whether it's someone with a different opinion, a difficult question or a genuine troll. You owe it to the rest of the audience. If it's getting too much, suggest continuing your conversation after the presentation.

TOP



TIPS

Eye Contact Make regular eye contact with your audience. Winona State University found that it makes the presenter appear more competent.

Power Pose The Power Pose involves standing with a straight back, open arms and your hands on your hips. According to Harvard and Columbia Universities, it reduces stress by increasing testosterone and reducing cortisol levels, as well as increasing your confidence.

Podiums and Lecterns Don't hide behind the podium (if there is one). While it's a good place to store notes, it can make it look like you're hiding and puts a barrier between you and the audience. Instead, try walking around, being animated, and using hand gestures.

Smile Don't forget to smile to release endorphins.

Passion Being passionate gives you energy and prevents you slipping into a boring monotone, which turns the audience off. It can be hard to be passionate about work. If you're not, try relating it to something you are passionate about. More sales could mean money in your pocket. Being more efficient could mean you get more free time, etc.

Humour You can also generate excitement by using humour – assuming the setting is right for it. Making jokes helps keep you from getting too bogged down, and also causes audience attention levels to peak. Attention levels are also higher when the speaker goes off script, so don't be afraid to improv.

Positioning Attention levels typically heighten when the presenter moves closer to the audience. Use this when driving home key points.

