



The Public Speaking Guru - Presenting with Impact

If it didn't matter how your presentation was presented,
you'd just write it out and pass it over to any old schmuck to present.

No. You need to do it yourself to get it right.

But how can you be sure you're doing it right?

This course'll help.

NAME



HOW TO USE THIS WORKBOOK?

What this workbook does it takes the learning from our interactive video on Presenting with Style, and gives it to you in a format you can take offline.

It's useful either as an addendum, or a refresher, or even if you just can't get onto a training course and you need to find something out quickly.

It'll have little question bits too. If no-one's checking your answers, I mean, yeah: you can skip them. But if you actually want to retain the knowledge on Presentations (and you should, otherwise why are you here?) give them a real go.

Who should use this workbook?

- Anyone who has to make presentations for work
- Anyone with a big speech or presentation coming up
- Anyone who has to engage in public speaking generally

Key Insights

- Learn the art of storytelling
- Present interactively for increased engagement
- Handle difficult questions, and
- Develop an engaging presentation style

STORY TIME

Everyone likes stories. Make your presentation more like a story.

Fine, that might sound childish, but consider this:

Princeton University found that telling a story during a presentation is more memorable than just giving facts.

You want to be memorable don't you? And for a good reason, not because you had a nosebleed or something.

Then turn your presentation into a story.

Here's how:

You give your presentation a beginning, a middle and an end. Aristotle said all good stories have them, and he got a lot done.

If your presentation's well written, it should have these things naturally anyway, but it still mightn't sound like a story.

Here's how you can make your presentation more story-like.

Beginning

Start your story by telling the audience what's already happened. The state of things as they are. What they know.

So in a work context, that might be, "We had X sales in Q1" or "We're making Y profit on Z product".

Then you frame it with what could be. Your vision. What you'd like to achieve. The audience thinks - 'oo, we could be better, we need to listen.'

Things like, "What if we could triple those sales?" or, "But what if we worked from home?"

Middle

Next is the middle of your story.

It's where you talk about your ideas, explain them. Describe them: what you can do or change to improve things.

I.e. "By targeting bigger clients, we can make more money with the same amount of effort."

Keep tying it back to the way things are now, and how much better they could be. It'll make what you're proposing more alluring.

Ending

The ending should be powerful. It should wrap things up, with an inspiring call-to-action!

"Let's get out there and start reducing our waste".

Remind people where they are and where they could be.

But you don't need to stick to that order. You can start in the middle, then explain how you got there, then finish up. That's called in media res.

Or you could have a central story, with smaller outlying stories or points you can dip in and out of.

Plus, there are dozens of different story types, like:

- The hero's story, where a protagonist has obstacles to overcome
- The redemption story, where something goes from bad to better
- A bildungsroman, a story of growth

Remember: you can consider the story when writing your presentation, but the story isn't your presentation itself. It's a way of presenting what you've written.

TAKEAWAY

Stories are more memorable than raw facts, so give your presentation a story-like feel to it with a beginning, middle and an end.

GET INTERACTIVE

You've been to presentations yourself.

You'll know getting talked at for hours is boring.

Even if you hate it when the audience gets involved, you have to admit you're paying more attention.

In fact, a leading sales engagement organisation found that audience engagement levels are as high as 92% if attendees do most of the talking, and as low as 78% when the presenter does.

They also found the best sales meetings occur when the salesperson listens for twice the amount of time they speak.

So involve your audience. Ask them questions, give them things to do.

Of course, the cliché way of ending a presentation is with "Any questions".

That's not a "wrong" thing to do, but bear in mind studies show participation levels drop dramatically after about 30 minutes.

For that reason, you might prefer to encourage participation throughout.

Besides, questions shouldn't be the last thing you do. The last thing you say is the thing people will remember most easily, under what's known as the psychological "recency effect".

For that reason, the last part of your presentation should be your key message.

TAKEAWAY

Interactive presentations do better.

Encouraging questions is fine, but do it throughout, rather than just at the end. You don't always have to answer them straight away, but we'll come onto that next...

QUESTION HANDLING

This isn't THE question section. That's coming up in a bit. But hey, let's get you involved anyway. There are 4 things you should do when answering a question. What order do you think they should go in?

A Say thanks - Thank the participant for their question, making them feel valued and buying you some thinking time.

B Categorise - Sort the question in your mind. Is it something you can answer now, something you'll cover in the rest of the presentation, or something you'd prefer to deal with after the presentation is over?

C Answer - As best you can!

D Listen - Make sure you understand the question, and clarify with the asker. Repeat it back to them.

What do you think? We like: D A B C

- Listen properly
- Say thanks
- Categorise the question
- Answer

Now, of course, there's a chance you won't actually know the answer to a question.

That's fine. It happens. Don't be afraid to admit it.

Explain that you'll look into it, or ask a colleague. You could even open it out to the rest of the audience - but don't do this too much of course.

When you've answered a question, make sure the asker is happy. Let them ask follow up questions too, to show you're really involving everyone.

Protip - Avoid answering questions you wish you'd been asked instead of what you were actually asked. You might feel better for having a prepared answer, but it comes across disingenuous.

TAKEAWAY

When answering questions, listen carefully to what's being asked, thank the person asking, categorise it into an answer now or later, and then answer.

If you don't know, don't sweat it. Be honest.

DEALING WITH DIFFICULT AUDIENCE MEMBERS

Audiences are generally sympathetic.

However, you know what people are like.

If you do encounter someone who strongly disagrees with any of your points, or even heckles for whatever reason, you have to stay in control.

It's scary, but it's not just for your own benefit. You owe it to everyone else in your audience. You can't be overloaded by one or two participants.

If it feels like it's getting too much, suggest continuing your conversation after the presentation has concluded.

If there are still ongoing interruptions or questions, try a tactic called "the broken record": Repeatedly - but calmly - assert the fact that you intend to move on.

If all else fails, you can interrupt to take another question, or even end the presentation.

Hopefully it won't come to that, though.

TAKEAWAY

It's critical to remain in control if you get a difficult audience member, no matter how awkward it might be.

If you can't move the presentation along, suggest carrying it on afterwards.

PRESENTATION STYLES AND 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 cortisone levels, as well 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.

QUIZ

"Okay, any questions?"

Yes, we do, actually. These are here to help what you've learned stick in your mind.

Let's go.

1. What three things does your story need, and how can you implement them?

2. What four things should you do each time you're asked a question?

3. What can you do if there's a particularly difficult audience member?

4. Give us three of your favourite presentation style tips. Whichever three you think you're most likely to use.

FINAL SUMMARY

So we've looked at:

- The importance of storytelling, and the best ways to implement it
- Why your presentations should involve audience participation, and ways you can use it
- Tips and tricks for handling difficult questions, and
- Ways you can improve your presentation delivery

And that's great. You've got a good handle on how you're going to present what you've put together to your audience.

Of course, though, that's not all there is to your presentations. You've got to prepare it. And you've got to have the bottle. We've got courses on those issues as well.

But assuming all that stuff's covered, now you should be able to go out there and actually do it.

Best of luck!