

Winning Presentations



The Rule of Three

55%

more afraid of public speaking than dying!

IT'S TRUE !!

This is a real statistic, albeit from the USA. Seems that the majority of people at funerals over there would prefer to be in the coffin, than giving the eulogy!

We Brits are made of sterner stuff though and have a great heritage!

Follow Churchill's example and you'll grow your ability & confidence to present!



Effective Presentations

WHY ARE THEY IMPORTANT?

We want our message to be heard.

We want our audience to understand it.

We want them to remember it.

We want their "buy in".

We want them to act on it.

And most of all, we want them to do something, we want them to do!

Buy In

The Rule of 3

get into your subject

get your subject into yourself

get your subject into the audience's heart

THE RULE OF 3

Audiences often remember only 3 things.

Make sure your 3 things sink in.

Follow this maxim from a famous American clergyman Alexander Gregg.

Seek to engage and make a great connection with your audience!

Utilise stories full of human interest & emotional words that move people!

You want to influence their behaviour!

Produce Prepare Present

ANOTHER RULE OF 3

All three phases of the presentation process are equally important, if you want to influence someone.

“Winging a presentation” by putting a few slides together at the last minute invariably without too much thought, planning or practice & then presenting - won't do!

More often than not, your audience can tell. If so, you may as well have not given the presentation in the first place!

Produce



“Before I speak, I need to have something important to say.”

PRODUCE?

One of history's most famous comedians, Groucho Marx was conscious of the need to create quality content before he performed.

You should too.

Respect your audience & they will respect and be receptive to you.



PRODUCE – CONSIDER THE AUDIENCE FIRST

Develop an understanding of your audience and tailor a specific presentation to them.

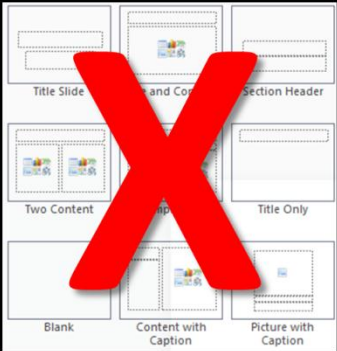

What do they want from your presentation?

Know where you want to take them!

What action do you want them to take after?

What questions might they ask?

Winning Presentations



ideas
structuring
speaker support needed?

GET YOUR STORY & MESSAGES TOGETHER

In the first instance, leave your PC alone!

The bullet-tastic template feature of PowerPoint is largely responsible for giving this fantastic bit of software a bad name!

DO NOT USE IT!

Use sheets of blank paper or better still “post it notes” to brainstorm ideas, record and collect your ideas.

Develop structure & consider if speaker support material would be appropriate.



craft benefits driven STORY
change pace logical flow
main points dominate
IDEAS?
test design
importance complexity understanding
keep you focussed


CRAFTING YOUR PRESENTATION

Ensure there's something in it for the audience. Features and related benefits. Lower cost, more productivity, life saving etc

Rule of 3 : main points dominate, reduce complexity.

Maintain logical flow & inject changes of pace.

Try it out – will it hold your audience's attention?



YOU!
audience props sounds white boards & flipcharts video slides

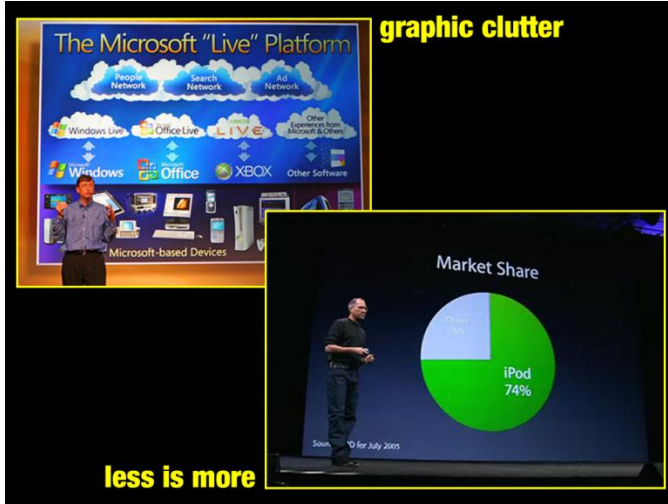
IS SPEAKER SUPPORT MATERIAL REQUIRED?

Remember, you are the presenter!!

Speaker support material should be like backing singers – complementary to your presentation and not used as a prop or means to impress which can be counter productive.

Speaker support should only be used as necessary, depending on the audience, speaker and material being presented.

Winning Presentations



SLIDES !!!!


In this example, Mr Microsoft, Bill Gates is not doing PowerPoint any favours! His geek nature is showing through! He gets it but imagine trying to grasp his story yourself?!

In contrast, the legendary former Apple CEO Steve Jobs, adopted a more powerful "less is more" approach.

Need help? Communisage provide compelling presentation & slide production support services which can help you win!

Prepare

For every talk you give there are always 3 others ...
the one you practiced ...
the one you gave ...
and the one you wish you gave.



PREPARE

This is a quote by Dale Carnegie, author of the famous book "How To Win Friends & Influence People".

We all wish we'd said or done something slightly different after a presentation.

Learning point: prepare & practice.

The more you do, the less post presentation regrets you'll have.



I'M JUST PREPARING MY IMPROMPTU REMARKS!

PRACTICE PRACTICE PRACTICE - Spend time in advance practicing what works and what doesn't work. Timing/length of presentations.

Tell stories and use emotion. People "get it" easier if you do and connect with what your trying to convey more readily.

Consider outside professional help like Liz Pollard at Dale Carnegie shown opposite. Liz is passionate about helping others overcome fear of public speaking & become high impact presenters. See page 8.



"I'm just preparing my impromptu remarks."

I'M JUST PREPARING MY IMPROMPTU REMARKS!

If the most famous British orator of the 20th century did his homework to which this quote attests, then so should we!

Present

If you have an important point to make, don't try to be subtle or clever.

Use a pile driver.

Hit the point once.

Then come back and hit it again.

Then hit it a third time-a tremendous whack.



WHAT'S IMPORTANT ?

Smile - welcome everybody.

Make & maintain eye contact. If nervous, find a friendly face.

Engage the audience at the start.

Be yourself, but be your best self - don't act!

Don't worry about voice or hand gestures.

Know your subject, talk with passion & your body language will follow in a positive way!

Pause & recap once, twice & a third time.

Produce Prepare Present

THE RULE OF 3

Audiences often remember only 3 things.

Make sure your 3 things sink in.

Often a formal presentation is the last process in a bid of some kind : for funding, for a project, for an order etc.

Make sure the last time your audience see you before they make a decision, they see your best face by treating them with respect!

WHY ??

Buy In



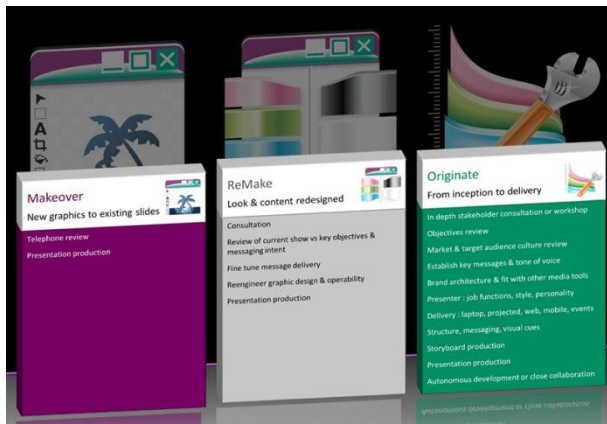
“Courage is what it takes to stand up and speak”

“Courage is also what it takes to sit down and listen!”

FINISH WITH A BIG ENDING !

BIG

COMMUNISAGE PRESENTATION SERVICES



If you're pitching for a large contract, a client account or investment funding, the difference between success and failure, growing or flat revenues can come down to the vital cog in the communications process – your presentation.

The difference between an in house show and a professional production is clearly noticed by your customers and stakeholders! With so much riding on the result of these events, it makes sense to consider things which increase your communications effectiveness and enhance your perceived capability and image.

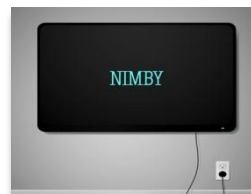
So when you've invested thousands of man hours and made large investments to improve what you have to offer to customers, doesn't it make sense to spend a tiny fraction more to ensure your prospects really understand what's in it for them and act on it to your benefit?

We produce well structured, effective presentations which help your audiences "buy in" to your message and remember it long after the presentation was given!

For dynamic PowerPoint which offers compelling style and panache, please give us a call and find out how affordable we can be!

MIKE COWBURN

Check out our effective presentations microsite now and see live action versions of our slides working in practice :



www.communisage.com

DALE CARNEGIE® TRAINING – HIGH IMPACT PRESENTATIONS

With so much riding on your presentation ability, you won't want to miss this opportunity to sharpen your presentation skills to perfection.

The experience in this presentation training seminar is as close as you can get to having a personal coach. You begin presenting from almost the moment you walk into the class. You present at least seven times over the course of two days. Your presentations are videotaped and evaluated. And you get expert one-on-one coaching at the end of each presentation .

For more information contact:

presentation skills



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