

Give Presentations That Win Hearts, Minds & Business

WORKSHEET

How To Use This Workbook...

1. You can print out this Workbook or save it on your computer or other electronic devices. And you also have a Notes section at the end of this Workbook to add even more thoughts and comments to help you make the most of this lesson so it helps you develop your **aptitude** as much as your **attitude**, both tangibly and intangibly, so you **apply** them more effectively to help you **achieve** what you want to.
2. Enjoy making the most of these tips, thoughts and techniques and remember the No.1 rule of learning anything: It's about TAKING ACTION and IMPLEMENTING so YOU ACHIEVE RESULTS! So...all you need to do **now** is to decide the following: **WHAT ACTION ARE YOU GOING TO TAKE WITHIN THE NEXT 24-48 HOURS TO MAKE THIS HAPPEN!?**

Now For The Good Stuff...!

Once you've worked out what you want to say, after you've defined your audience's outcome(s) and your outcome(s), then this helps you lay the important foundation stones to a great speech. It's crucial as, without a firm base, your presentation runs the risk of being unsound and shaky in front of the very people you're actually capable of impressing.

Practise your introduction and ending until you know them without having to look at your notes. The start and end of your presentation are what sets the tone for your communication in anticipation and in retrospect. A strong introduction leaves your audience keen to hear more from you.

A rallying ending leaves them feeling compelled to act as you have motivated them to. And this makes them think more of you.

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Conversely, if you go in unprepared, your audience senses this as you and your presentation meander and float about without poise, purpose or pizzazz. They're likely to lose sight of what you're trying to convey and then rapidly lose interest in both your unclear message...and you.

If doing a presentation for the first time, you need to rehearse it fully at least 3-5 times – ideally, without notes – to get the feel for it.

Remember. Your audience is forming impressions all the time – firstly, about you as a person, then, secondly, about you as a professional and, thirdly, about your content. Make sure you're perfectly in sync.

One of the great curses of the corporate communication culture is a brand-diminishing lack of colour. Far too many business presentations and even presenters are colourless – bland, banal and sometimes baffling, instead of being beguilingly brilliant. It's so unnecessary, too! Even if you have a conservative business or work in conservative markets, you can still be colourful without having to betray your brand. And yet so many businesses are afraid of being colourful in the way they communicate, on so many levels.

- No matter how technical or seemingly dry a subject is – or even a person – you can make it and them interesting. It's looking at all the facts, particularly the unusual ones, and then using analogy, metaphor and the colour, context and contrast principle to present the facts and figures in a way that makes your audience think and feel differently.
- Colour and contrast are used by the media all the time. For instance, look for two or even four contrasting products and/or services in your range and the countries you export to.

Naturalness is one of the most attractive, memorable and game-changing qualities we possess and yet it is also one of the most unrealized and underused.

Unless you have a Caligula or demonic dictator like personality, with the social skills to match, then people feel much more at ease with those who are comfortable with themselves. This makes you appear more confident and appealing and people react accordingly to this, allowing you to be even more natural. Ironically, naturalness is one of our most attractive traits and also takes little to no effort to bring to the fore, whereas trying to be something you're not takes much more effort for much less impact.

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Remember:

- The people who others warm to and feel good around are those who're themselves and who're not afraid to be themselves. Even if someone disagrees with your point of view or your personality, they respect you more for being your own person.
- If you're congruent, then you're seen as having integrity.
- Management should encourage individuality and not try to homogenize their staff. The latter stifles individuality while the former stimulates initiative.

Complicated and Confusing

The clarity of your message is crucial to help convey it so your audience understands it and can engage with it more easily. Alas, too often, business messages in presentations and other forms of communication are complicated and confusing.

Tools like PowerPoint, which can be a very effective tool if used properly, invariably isn't. People use it in presentations to write their speaking notes and everything pretty well, it seems, bar their yearly shopping list and medical history. It gives them security. The irony is that this apparent security is very insecure as it tends to only secure the very things you're afraid of: indifference, inaction and even irritation amongst your audience.

And remember the Rule of Three.

This general rule shows that that concepts or ideas presented in threes are inherently more interesting, more enjoyable and more memorable. This is applied very effectively in making speeches, comedy, writing and music. A series of three is often used to create a progression in which the tension is created, then built up and then finally released. Similarly, adjectives (as they are throughout this booklet) are often grouped together in threes in order to emphasize an idea.

Clarity

Businesses and too many business people love using jargon and dry corporate language. Those you talk with (and write for) appreciate it so much more if you communicate in a language they can relate to and enjoy and have simple key points for them to digest and act upon.

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Platform dynamics

Your performance and the audience's perception of it is transformed when you roam, selectively, around the speaker stage and even amongst your audience. Never stand behind a lectern, unless you really, *really* have no choice. If you do, then you create an immediate barrier between you and the people you're trying to communicate with. Whereas having the freedom to move about the platform suggests you have the confidence to do that, it makes you appear more open and enables you to add some physical dynamism to your presentation. So, what you do when you have the platform to yourself is apply these 4 key points:

1. Stand mainly in the middle and to the front of your platform as this demonstrates visually and subconsciously that you want to engage your audience
2. Depending on how deep the stage is, the further back you stand, the more visually and therefore the more subconsciously disconnected you become from your audience. An exception to this is if you're demonstrating something in a story you tell or as part of an exercise you demonstrate.
3. It's good to move about from left to right, at the front of the platform, to engage both the right and left sides of an auditorium. But, don't march up and down metronomically as if you're changing the guard at Buckingham Palace because you're hell bent on adding physical variety to your platform performance! One "professional" speaker did this just after I'd been speaking at an event for professional speakers. He repeatedly marched back and forth along the front of the platform and rarely looked at us in the audience, choosing to focus instead on the two front corners of said platform. We all felt thoroughly baffled and then disengaged. He wasn't asked back again!
4. Now, when you come to make a very important point and you want to distill the energy in the room to make everyone there zero in on what you're saying, slowly come to a halt...and then deliver your killer point. As much as moving around is great, if done too much or at the wrong moment, it can prove distracting and even disorientating. But, when you want to focus everyone's attention on you and something key, stopping on the spot intensifies the moment and therefore what you're saying.

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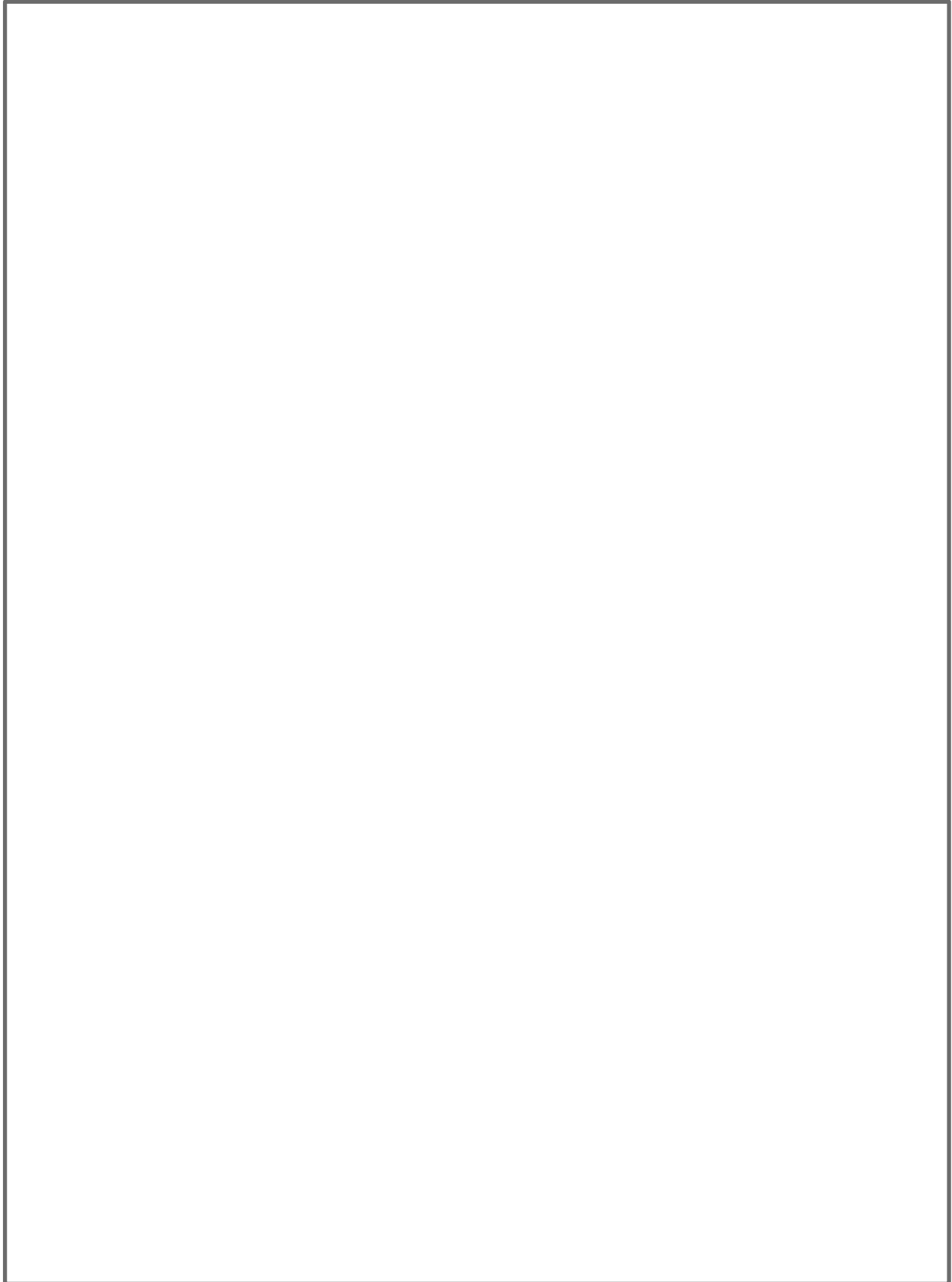
Engaging extremities!

Your body is a powerful communication tool...or, more to the point, a set of them. So here are some effective ways of having the impact so

1. **Open palms with open arms:** This can indicate that you're honest, open and without artifice
2. **Pushing downward facing palms downwards:** This projects authority and matter of factness as if to say I'm laying down the law on this point and that it's gospel
3. **Hammer & Nail forefinger:** This is where the fingers are closed into your palm, apart from your forefinger which you use to repeatedly point downwards as if you're hammering in an invisible nail with it or, from your audience's point of view, reinforcing a key point
4. **The OK gesture:** When you press your forefinger against the thumb in an "OK" style configuration, it can make you seem authoritative, but not arrogant, and adds emphasis to what you're saying
5. **Pick & Mix:** This is where your hand and arm on one side is adopting a different gesture to the hand and arm on the other side of your body. This subconsciously stimulates your audience to pay closer attention as you appear to be doing two disconnected things with your different arms and hands. You use this, for instance, when telling a story about you trying to make sense of something baffling or to illustrate something erratic, conflicting or random.
6. **Away & Towards motivation:** You've already discovered examples, in the *How To Create Persuasive Case Studies & Stories* in this program, of how to use Away and Towards motivation when writing. To use it visually is very simple.
 - I. When talking to an audience, their Away motivation zone is to their left/your right and their Towards motivation zone is to their right/your left.
 - II. So, when talking about something that is Away motivated, like fear of losing business, your partner or your wealth, then you use your arms and hands to point to your right, even standing in that area of your platform. Whereas, when talking about Towards motivated things, like generating more business, having a great love life and making more money, you use your hands and arms to point to your left, even standing in that particular area of your platform to reinforce the message.

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NOTES...

A large, empty rectangular box with a thin black border, intended for the user to take notes during the presentation.