

DELIVERING DYNAMIC PRESENTATIONS

by Carolyn B. Thompson

The amazing thing about the human brain is that it begins to work the instant a person is born and never stops functioning until they stand up to make a speech. These words strike a familiar cord, even for those of us for whom making verbal presentations is an everyday occurrence. We speak to many audiences in our quest to sell our products/services; customers, suppliers, staff, boss, co-workers and countless others. Our ability to convince these audiences, large and small, of the merit of our ideas is key to our professional success!

Surveys show that less than 10% of your impact is through the words you speak. The real impact for your audience comes from your tone of voice, facial expressions and other body language. You still need to prepare the words that will be the basis of your presentation but **the power of your message will be in your delivery!**

ONE MILLION IDEAS FOR DELIVERING DYNAMIC PRESENTATIONS

- *Don't exaggerate, your audience will always find out
- *You must sell yourself before you can sell your ideas
- *Research your audience, know what they want to hear
- *Match your style, voice level, tone and gestures to your audience
- *Match your clothing to your audience, but try for one notch higher (people are impressed when you dress up for them)
- *Wear medium to charcoal gray and navy for authority, trustworthiness (men/women)
- *Black should be only part of an outfit
- *Teal is soothing, wedgewood blue is sophisticated, burgundy is elegant and plum is regal (women)
- *The current "power tie" is blue-green (men)
- *Wear a maximum of 2 patterns
- *Earrings in motion or lots of different jewelry is distracting (women)
- *Never wear new clothes/shoes, you have no idea how you'll look or feel in them
- *Always carry spare shirts, ties, stockings; Murphy's Law is at it's most effective before important presentations
- *Use a mixture of presentation styles; active, visual, auditory so that you hit everyone's style when speaking to a group
- *Go early and meet your audience
- *Prepare the room; microphone, lighting, seating, audio-visuals
- *Set objectives/goals
- *Always use handouts so they'll remember you back at the office
- *Practice, practice, practice! Practice the words, the clothes, the grooming, the gestures, the tone, the pauses, the questions; use a mirror, video tape, your friends, your dog
- *Plan for the questions you'll get and prepare answers before
- *Draft your presentation on paper for an audience of one or 1000, small audiences are really tougher because it's just you and them, alone in

a room, you have their undivided attention

*NEVER READ A SPEECH it creates a barrier between you and the audience; prepare notecards for use during the presentation

*Use your own words; use words your audience knows and likes

*WILL YOU BE NERVOUS? OF COURSE! Some fear is healthy and will give you more energy

*Reduce nervousness by; practicing your presentation, be positive - you know you're the greatest, tense all your muscles and relax them right before, breathe deeply (don't hyperventilate!), move around, don't wear jewelry if you're likely to play, look at several individuals who seem friendly, once you get started your natural enthusiasm for the topic will carry you through

*Plunge boldly, dramatically and excitingly into the topic; don't bore your audience with unimportant info

*Listen to and watch the audience; change pace, words, gestures if they're not responding the way you planned

*Evaluate your performance; ask others to as well; make necessary changes

*HAVE FUN - LOVE YOURSELF - LOVE YOUR AUDIENCE, they'll love you and you'll succeed!

*Be specific; what, why, how

*DON'T USE A LECTERN it creates a barrier between you and the audience; no one will see the clothes you picked so carefully or the gestures you practiced!

*Look at your audience; spend a few seconds looking directly at individuals in different sections of the audience, it gives the illusion to most that you're looking at them

*Use humor to handle strange noises (dishes clattering, microphone hiss, slamming doors)

*Use humor if you make a mistake (your zipper/button is undone, you lose your train of thought)

*Seek, create audience participation; the more they're involved the more they'll remember and believe

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