

## Make Your Point: Secrets to presenting with Purpose, Authority and Effect

### Presentation Notes

#### Strategies for overcoming nervousness

1. **Be thoroughly prepared**, because the more ready you feel, the more confident you will feel
  - know your subject and material: be familiar with the technical content of your presentation; know more than you will be presenting
  - know your audience: who they are; why they are there; why you have been chosen to speak to them; what do they know; what is their attitude about your subject
  - know the room: if possible, check it out in advance. Get behind the lectern, check the microphone, and visualize your audience
  - be organized: focus on the task
  - practice, practice, practice: until you feel comfortable that you know your presentation. Speak in front of a mirror; record or videotape yourself and use the results to improve your delivery.
2. **Visualize the outcome you want**: believe in yourself; envision yourself succeeding, and you'll increase the likelihood that you will!
3. **Focus on the message, not on yourself**: show your audience you think it's important they hear your message by getting excited about it and putting your energy into it
4. **Connect with your audience**: remember that audiences almost always want a speaker to succeed, and want to hear a speaker's message. Find a few friendly faces in the audience, and focus on them during your presentation.
5. **Put the past behind you**: ignore any past bad experiences; they are in the past. Even professional speakers started out as nervous beginners
6. **Look your best**: dress appropriately for the occasion. If you look good, you will feel good - and it will show!
7. **Breathe deeply**: take a few deep breaths just before you step up to the lectern, to help you start with a strong, clear voice
8. **Give up the belief that you have to be perfect**: even professional speakers run into glitches and problems from time to time. Keep small imperfections in perspective.

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## Four types of audience:

- **Sympathetic:** the ‘choir’: already on your side. The easiest!
- **Uninformed:** are looking for knowledge and information, and are open to being persuaded by facts and logic
- **Critical:** may think they know more or are more intelligent than you; naturally sceptical, questioning or judgmental
- **Hostile:** disagree with you, your ideas or what you stand for
- The key message: know your audience, because each needs to be treated differently

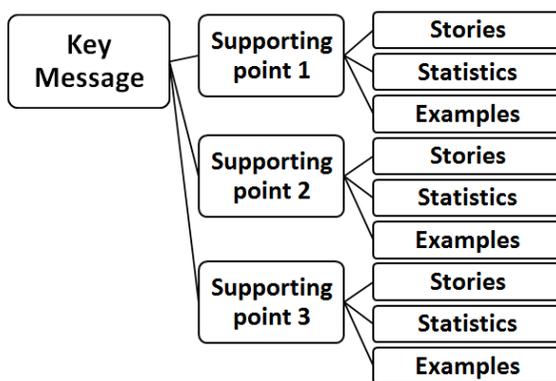
## Your key message

Your key message is like an elevator pitch: a quick summary of what you’d like your audience to understand and remember

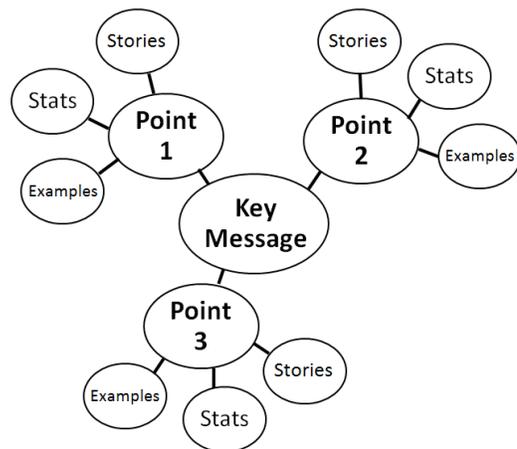
Consider:

- What does this audience need to hear?
- What do you want them to remember when they leave?
- What special opportunity does this present? Are their key people in the audience with special influence?
- Every audience is thinking, “What’s in it for me (WIIFM)?”; how can your key message answer that question? What’s so cool? Why should they care?

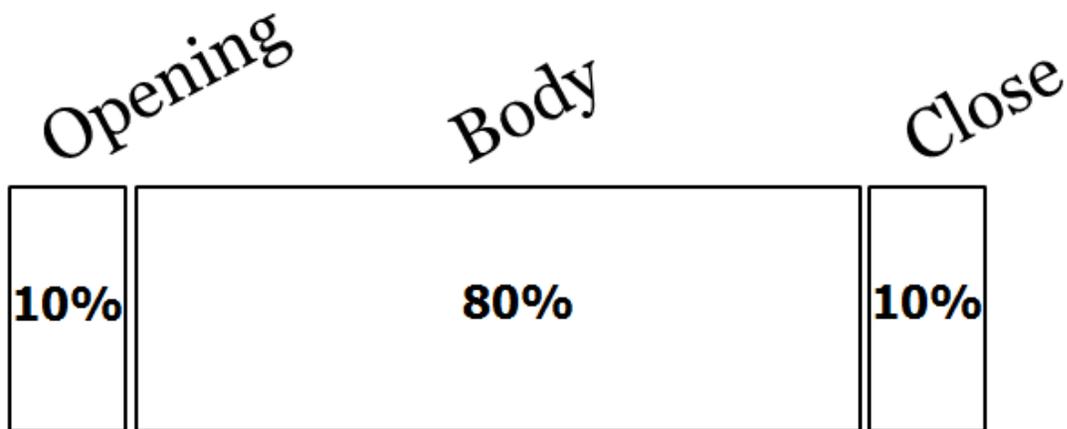
Then build your presentation around your key message.



OR



## Organizing a presentation



### Opening:

- Summarize the benefits of your proposal into a strong, well-constructed, persuasive statement
- Ask a question relevant to your topic
- Ask for a show of hands
- Use a prop
- Share an anecdote relevant to your topic

### Body:

- Key message with supporting points
- Combine logic & emotion
- Deal with obvious points of resistance

### Close:

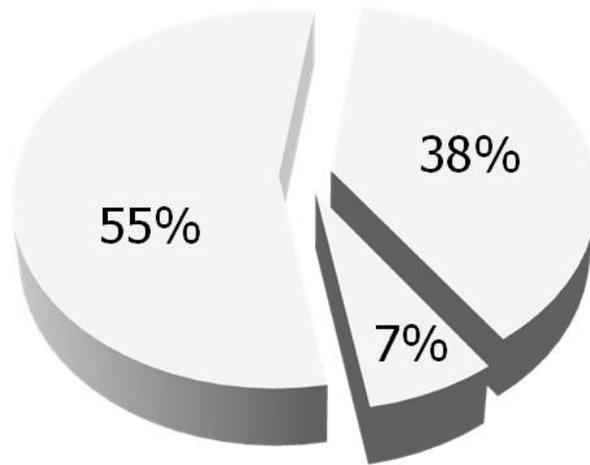
- Summarize key points
- Reiterate key message
- Close the loop': finish any stories and resolve any unanswered questions; link back to opening
- Most importantly: include a clear call to action

## The three routes to your audience

- Words: 7%
- Voice: 38%
- Body language: 55%

### Four elements of Voice:

- Volume: loud enough to be heard; varied depending on mood being conveyed
- Vocal variety: try more variation than feels natural
- Speed: varied (slow for touching or emotional material, fast for excitement); most people's default speed is too fast!
- Clarity and enunciation



### Elements of Body Language:

- Facial expression: important, because audience is looking at presenter's face; friendly, serious, animated, excited, etc.
- Hands: can convey MANY things; open = empathy or appeal; crossed = closed; gestures to convey action, size, direction, impact, fear, wondering or just about anything!
- Rest of body: shoulders shrugging, feet stomping, knees knocking, etc.
- Plus: How you look and how you feel contribute to how you project

## Persuasion fundamentals

- Monroe's Motivated Sequence: get attention; demonstrate a need; propose a solution; sell that solution; call to action
- Voice: use deeper end of range; don't drift into 'mumble zone'; don't end on a rising pitch
- Eye contact: hold for three seconds
- Body language: practice stance and movements that convey confidence
- Use pauses to allow key statements to sink in
- Show your passion, enthusiasm & personal involvement in your message
- Appeal to shared values, and create a moral imperative (*especially effective for hostile audiences*)
- Use vivid images & descriptions so audiences can create pictures in their minds
- Use slogans, jingles or soundbytes (Martin Luther King: "I have a dream"; Barack Obama: "Yes we can")
- Speak in threes (Lincoln: "...government of the people, by the people, for the people...")
- Tell stories: include characters, conflict, an ultimate change
- Use facts and figures that support your message (*especially effective for uninformed and critical audiences*)
- Use simple analogies and make easily understood comparisons (*especially effective for uninformed and critical audiences*)
- Acknowledge your own weakness to build trust with an audience (besides, no one likes a know-it-all) (*especially effective for hostile audiences*)
- Cite precedents where an approach you are advocating resulted in success (*especially effective for uninformed and critical audiences*)
- Cite sources that are credible to your audience (*especially effective for uninformed, critical and hostile audiences*)
- Compare and contrast different options (*especially effective for critical audiences*)
- Use a sequential approach: "But that's not all!"
- Use a balance of 'left brain' and 'right brain'

## Presenting in time-constrained circumstances

- Review your outline or mind map, and focus on the critical elements
- Develop a powerful opening that explains, intrigues and hooks all at once
- Organize tightly: make sure that every phrase belongs and that word is a 'working word'
- Have a 'safe landing' strategy: if, for any reason, you need to end quickly, be prepared with a summary statement you can jump to at any point