



PRESENTING
SUCCESS

50 Midday Top Tips

A Compilation
from
Presenting Success

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Before we begin, here are some general thoughts about presenting.

Top Tip No. 1

There's no right or wrong in presenting. There's only what works. You are unique. Find out what works for you. Then make it your own.

Top Tip No. 2

The ability to present well in front of a group will be noticed by those looking for leaders.

Top Tip No. 3

When you present do you want to inform, persuade or inspire? Because they each need a different approach.

Top Tip No. 4

Billy Graham will have worked for years on his approach so that he could convince thousands - don't expect success without work.

And now to your opening. It doesn't have to be hard.
It does need some thought and practice.
A simple structure will do nicely.

Top Tip No. 5



Your audience need to hear 3 things from you at the start: what they are going to hear; why it's important to them; and why you're the speaker.

Top Tip No. 6

Work out a strong start to your talk – it'll give you more confidence. Practice it then learn it by heart so you can look in the audience's eyes and say it with clarity and strength.

Top Tip No. 7

Get on with it. Don't spend 5 minutes warming up to your topic. Your audience may be ready quicker than you think.



Structure – more important than most people realise
– great presenters understand about structure.

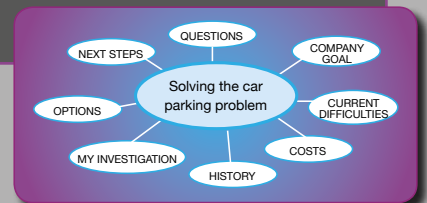
Top Tip No. 8

Have a good presentation structure-it'll help you prepare & your audience to follow your thoughts.



Top Tip No. 9

Construct your talk by doing a mind map of ideas first-don't go immediately to PowerPoint.



Preparation – one of the keys to success. When you get really good you can do this on your feet or in the meeting, but it's still never as good as when you've given it some thought.

Top Tip No. 10

Preparing a presentation?
Check it against 2 questions: What do you want to say to your audience?
What do they want to hear?
Be curious about your audience – put yourself in their shoes.

Top Tip No. 11

Don't always leave your prep till last thing the night before. You're not giving yourself the best chance. Imagine Muhammad Ali only starting to train the night before a great fight...

What you look like at the front is crucial. Unless you're so good that people don't care what you do or look like. But for the rest of us, take some care, please...



Top Tip No. 12

Keep a strong stance – feet hip-width apart planted strongly on the floor – it'll show confidence and that you'll not be pushed over. When you're ready, move and hold the strong stance again.

Where should I look?

An often-asked question. The best place to look is in their eyes.

Top Tip No. 13

Get used to eye contact with your audience-look at each person randomly for at least 3 secs-we're looking for a warm connection.



Timing – is important – get on with it - leave them wanting more...

Top Tip No. 14

Aim to speak for less time than you've been allotted: audiences like shorter presentations and it leaves time for Q & A.

Getting the message across – this is why you're taking their time.

Top Tip No. 15

Repeat your message in different ways many times in your talk: your audience will probably not get it the first time, or even the second.

Practice. “I hate to practice” we hear. Get over it if you want to be better.

Top Tip No. 16

Some people say they don’t like to over-practice. It’s not possible. When you know it so well that you’re bored with it then you can really bring it alive. Ask any actor.

Your Audience – put your ego to one side for a moment – these are the most important people in the room.

Top Tip No. 17

Never pitch to a stranger, the old adage says. Do the relationship work to find out & get to know your pitch audience – who are they & what are they looking for from you?



Top Tip No. 18

You love hearing your name. So Dale Carnegie believed in How to Win Friends. Use the names of members of your audience. You will have their attention, at least.



Come alive! You have a life and an energy in you that could be surprising if you would only show it.

Top Tip No. 19

Realise how good you are when you throw off your inhibitions & 'come alive'. Present as though you've got no brakes – the audience will love it (but not before a committee or a Judge!)

Top Tip No. 20

My singing teacher said to me "You'll never be very good, but you're always interesting"! At least be interesting. What can you bring that's interesting?

Top Tip No. 21

A business audience will want facts and figures, but they don't have to be boring. How can you bring them alive? What do they really mean?



Your belief in your topic will win you more than great technique.

Top Tip No. 22

Martin Luther King's speech 'I have a dream' was given many times with little effect before it became one of the greatest. If people don't listen at first keep saying it if you really believe it.

Top Tip No. 23

If you have no passion in your presentation they will judge your words and probably pick them apart. If you present with passion they'll judge you by how they feel.

**What's your point? This is why you're presenting.
Could you say it in 20 seconds?**

Top Tip No. 24

What's your point? Why are you showing us that slide, telling us that story, giving us that example, explaining that spreadsheet? Why are you here? Be clear about your point.

Top Tip No. 25

Do your facts and figures pass the 'so what?' test? So what? Why will that help us? Don't leave them to ask the question because they may not.

Learning your presentation. Yes, I know you don't have any time left to do this, but you'll be better if you can do it - repetition is one of the ways.

Top Tip No. 26



Just learning the presentation is like just learning to drive a car. The real test is driving in heavy rain at night in a crowded city. Learning the words is just the start of your journey.

How should I be? Is another often-asked question. Here are some possibilities.

Top Tip No. 27

Don't tell others' jokes if you're looking to inform, persuade or inspire. Unless you're a comedian. Or unless it's natural humour. Why take the chance to fail?

Top Tip No. 28

Be an outstanding example of what you're proposing. Can you afford to be truly open kimono?

Top Tip No. 29

Tell the truth. It may be refreshing. And it saves you having to remember what you said last time.

The logistics of the presentation – where are you going?
Will you be well-prepared?

Top Tip No. 30

Don't be late – give yourself plenty of time to get to the venue – don't take chances with transport – catch an early train or plane. Think of the signal you'll send them if you're late.



Working with visual aids. Remember, YOU are the best visual aid – the energy in your body, the quality of your voice, and the light in your eyes.

Top Tip No. 31

So what you can't draw?
White-boards, flip-charts, A2, A3 and A4 sheets are all excellent visual aids. Use big pens! They're immediate and unique. PowerPoint is not the only game in town.



Top Tip No. 32

You only need to check the screen behind you once, then you'll know that every other slide on your laptop screen will be projected. Then you can focus on your audience.

Top Tip No. 33

Don't read your slides out to your audience—they can read quicker than you can speak & they'll understand less if you do.

Clarity - one of the keys to a great presentation.

Top Tip No. 34



Your job is to make your proposition clear. If they don't understand how it works or why it's of value they won't buy it.



Become a Master of Conviction – if they're going to buy your proposition, they will need to be convinced.

Top Tip No. 35

If you want to convince people then be convinced yourself-examine any doubts you've got and deal with them.

Top Tip No. 36

Don't be put off if you don't get an instant positive response-many people need to think before committing time or money.

Top Tip No. 37

Answer the unspoken question: who else says so? If you're looking to convince me tell me about others who've benefitted?

**And then become a Master of Persuasion.
Not everyone may like your proposition at first.**

Top Tip No. 38

Always start in your audience's thinking, even if you know they're wrong! Then you can move them forward. Opening with an argument probably won't get you agreement.

Top Tip No. 39

"A man (or woman!) convinced against his/her will is of the same opinion still" Your logic may be superb, but have you won their hearts as well? You'll need both.

Top Tip No. 40

Want to become a Master of Persuasion? Become a Master of Human Nature. Come to them with warmth. The sun opens more coats than the wind ever did.

Top Tip No. 41

If you want to change my thinking you'll probably need to change how I feel as well. How could you really affect your audience?



Telling stories – the hallmark of the great presenter.

Top Tip No. 42

Practise your stories outside of your talk. At dinner parties, with friends, in the pub, “Did I ever tell you about...” Get good at telling short stories. Can you make them compelling?

Pitching for business or a grant or a contribution. This calls for presentation at its best, and you at your best!

Top Tip No. 43

If you want to inspire them show your humanity; if you're pitching they'll want to see capability and integrity.

Top Tip No. 44

If you're pitching put their logo on the slides. They don't need to see your logo, phone number and website on every slide at this stage.

SHOW
THEIR
LOGO



Nerves. The great thing about nerves is that they prove you're alive!

Top Tip No. 45

Nervous at public speaking? We all are sometimes. Stop worrying, get preparing properly & practice. Get excited about your talk - call us if you need help

Voice – immediately recognisable, it's one of the many things about you which is unique and wonderful

Top Tip No. 46

Your voice is key. Words alone won't do it. Just reading the words would be like a Sunday roast without the gravy.

The Q and A – leave room for dessert – don't run out of steam before the audience get their chance to share their thoughts and questions

Top Tip No. 47

Be prepared for the questions you hadn't thought of. Jim Rohn would have responded that they were interesting: it's an honest response.

Top Tip No. 48

Be prepared for the Q & A-plan for the Qs you DON'T want as well as the obvious ones.



Closing your presentation. This is not the end.
It may just be the beginning

Top Tip No. 49

If it's a business presentation be clear what you're asking your audience to do & give them a good 'why' as well.

Learning.
This is part of the lasting value for yourself

Top Tip No. 50

Learn from each talk you do
- the good & the bad-soon after
capture what you'd do
differently next time.

