

The Basics of Powerful Presentations

1. Be Congruent - Body Language, Words and Tone all sending the same message. This means be yourself too!
2. Include something for Visuals, Auditories and Kinaesthetics
3. Care more about your audience than you care about yourself (or what they think of you). Acknowledge them for being there or giving up their time.
4. Gauge the Response, if what you are doing is not working, change it.
5. Remember First Impressions count. Participants will make assumptions about your age, gender, education level, profession, income, attractiveness, marital status and even the car you drive in the first minute. What can you do to create the impression you want?
6. Earn The Right - to be at the front of the room. Give them a reason to listen to you.
7. Create strategies for handling your fear. Use it as a tool. (Courage is feeling the fear and doing it anyway). Public speaking is rarely life threatening.
8. Use Visual Aids and Props. Understand the need for plenty of white space.
9. Project to the back of the room. Make gentle eye contact with as many as possible. Move away from a questioner so as to include the whole audience.
10. Make it memorable - use the Churchill ***One Hand Rule*** (see next page)

Remember:

11. *The most destructive thing is self criticism. Let it go.*
12. *The true meaning of your communication is shown by the response you get.*
13. *The person who asks the questions is in control.*
14. *Do not let the "what ifs" run your life.*
15. *You handle FEAR with an attitude of gratitude.*
16. *Play to win rather than not to lose*
17. *The more you care what people think of you, the less they'll think of you*
18. *If your life is being run by what someone else thinks then you have no power*
19. Where appropriate, start with a positive, layer in the negatives and end with positives. End on a good note.
20. Above all prepare, prepare, prepare. It is said that Winston Churchill spent 3 - 4 hours preparing and rehearsing for a 5 minute impromptu speech

The Basics of Powerful Presentations:

Use the Churchill One Hand Rule

Use all of the digits on one hand as follows:

- One** - **Start Strong**
- Two** - **Make ONE Point**
- Three** - **Talk Straight**
- Four** - **Paint a Little Picture**
- Five** - **Always Use a Little Emotion**

This means you must expertly weave together in a congruent manner:

- 1. Your body movements**
- 2. Your words**
- 3. Your tone (anger, sadness, joy)**
- 4. Your questions**
 - those you want to ask the audience, those you want them to ask you
- 5. Your story (use suspense, pauses, emotion)**