

dcm THE
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Presentation Skills



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Today let's look at

Improving your presentation skills



Importance of Structure

- Strong Opening
- A Core Message
- Strong Close



The Opening

Do Not Say:

The subject of our presentation is.....

Instead – Do something to invite them in

The Opening





The Opening

Do Not Say:

All about me

And some more about the company

And some more about me

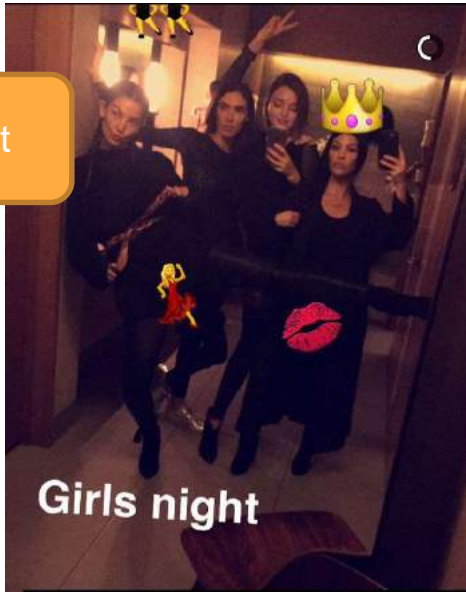
..... you have lost them



And what would happen today



Snapchat



Pinterest



Instagram



Twitter

Google maps



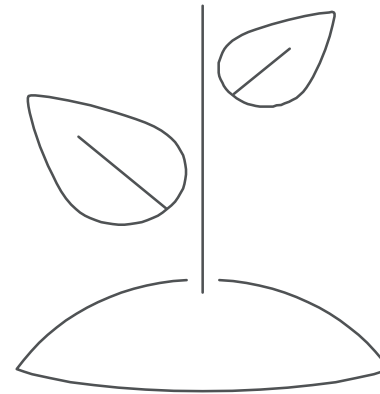
Ways to Open

Here are a few ideas:

With a question

With a (shocking) fact

With a story



Core Message?

What do you want them to remember?

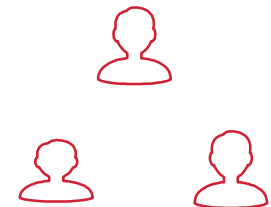
The main point

If they would only take away one point – what would it be?

A relevant personal story will stay in the memory

What's in it for them?

Repetition of a powerful statement



Strong Visuals





Strong Closing

What to include:

Sumarise briefly what has been presented

State the objective and be positive

Call to action – Next Steps

Q & A

How to handle questions:

Always have a few ready in case of silence

Listen and ensure you understand

Answer **that** question

Perhaps involve the audience

Don't bluff and offer email follow up if necessary

Top Presenting Tips

Some practical Advice:

We all get nervous – deep breath

Prepare and practice

Visualize the end result being positive

Use technology

Be yourself – in words and actions

Assess your performance



Body Language

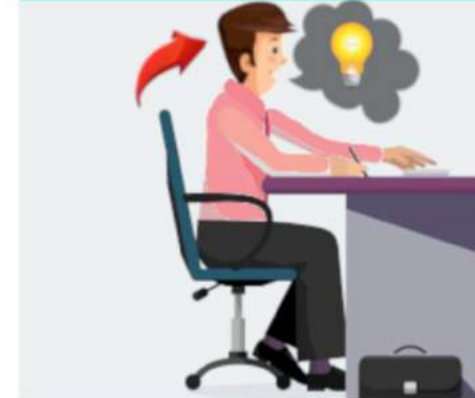
Smile



Make Eye Contact



Engage
Lean Forward



Mirror Facial
Expressions



Pay Attention
No Fidgeting



Open
Expressions





Myths of Presenting

Not true at all :

Stand in one place

Don't use your hands

The audience will see your nerves

Imagine the audience naked?!



Thinking on your feet

Sometimes you must think fast:

Relax your mind

Listen carefully

Look out for visual clues

Ask them to repeat the question

Don't multi-task

Concentrate

What about ...

Consider the following:

Props and visual aids

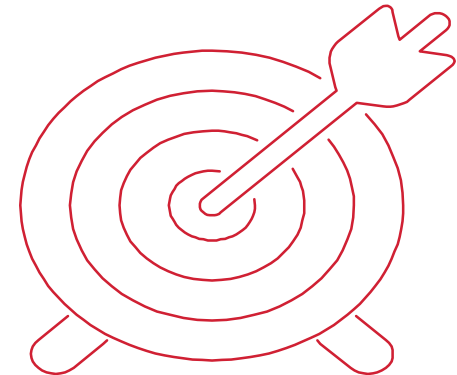
Design of slides

Handouts

Length of presentation

Be yourself – in words and actions

Assess your performance





Summary

Here are the key takeaways:

Plan and Prepare

Keep it interesting

Strong Open, Good main body, close and CTA

Tell a story

Above all - Do your best

Stay positive



Questions

- What about limitations in presenting online rather than in person?
- How can I be less stressed about presenting?
- What about adapting to different levels of understanding of your topic?
- Should the style change from small groups to larger groups?



THANKS!

Any questions?
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