

Presenting With Impact

- You're very welcome this morning!
- Session starts at 10am
- You will be muted as you arrive (I will explain this further)
- You do not need your webcam for this session
- If you are having trouble hearing me throughout the session, try leaving the session and re-joining, running the software from chrome or if you have headphones in plug them out



HELLO!

I am **Olivia Roche**

I am a trainer since 2014.

You can contact me at olivia@dcmlearning.ie



Presenting With Impact



Olivia Roche

Agenda

- Aims and objectives - focusing on the key message
- Tailoring content and delivery for different audiences
- Developing powerful body language
- Positive language and appropriate gestures
- Connecting and interacting with your audience
- Top techniques for influence and credibility
- Effectively using appropriate visual aids
- Adapting to different levels of understanding
- Dealing with difficult people, handling objections and thinking on your feet
- Q&A



Exercise



Plan

- What is the objective of your presentation?
- Who are your audience?
- What action must you take? must you educate, entertain or explain/inform, convince, persuade, influence, motivate?

Aims

Statement of what the presentation will achieve

The aim of this presentation is to...

1. Provide an overview of data protection regulations and how they affect your organisation
2. Introduce the concept of time management and show you how to implement it in your day-to-day life
3. To provide you with tips and techniques to assist you with overcoming nerves and building your confidence when speaking in public

Objectives

Specifics of what you will present during training....

- You will understand the importance of planning your aims and objectives before your presentation and how to tailor your content and delivery to suit different audiences, with varying levels of understanding
- You will understand the impact of developing powerful body language, positive language and appropriate gestures
- You will understand how to connect and interact with your audience to influence them effectively
- You will understand the importance of being credible as a presenter and dealing with nerves
- You will understand how to effectively use appropriate visual aids
- You will be equipped with tips on how to handle difficult people, questions/objections and be able to think on your feet

Audience Analysis

Who is the decision maker?

What can I share to show confidence and humanity?

What do you know about them?

What else is going on in the world for them right now?

What are you going to talk about? WIIFT



Manage your Body Language

- **Closed body language:** folded arms, clasped hands, lack of eye contact, foot orientation
- **Open body language:** hands open, expressive. Facing learners and orienting towards speaking learners
- **Eyes:** moving regularly between learners, paying attention
- Be visible to everybody

Manage your Body Language

- Fidgeting, rocking, swaying – nerves
- Use the space available to you – seating arrangements
- Ensure learners can see and hear you and any slides/props
- Dress comfortably!

Interactive Activities

Should have a definite purpose:

- **Ice-breakers:** no learning outcomes - settle audience, make friends
- **Hands-on:** learn by doing and making mistakes
- **Competition:** scored exercises to highlight differences in methods
- **Fishbowls and Roleplays:** learn by observing / doing
- **Energisers:** get people moving after theory-heavy sessions

T3 Formula - Structure

T1 – Telling people what you are going to tell them

T2 – Then telling them

T3 - then telling them what you told them – conclusion

Introduction Tips

- Warm and thank people for their time
- Friendly greet and build credibility
- Introductions
- Housekeeping – exits, refreshments, breaks, time, ground rules/operating principals
- Surprising statement – shocking statement – attention grabber
- Explain how you will be handling questions
- What is in it for them – how can the audience benefit
- T1 – tell them what you are going to tell them by means of an agenda/topic at you will be covering

Avoid Triggering Stress

- **Prepare, prepare, prepare!**
- Unexpected events stress us out
- Know your topic – including common questions
- Know your timings – not running out of time or material
- Know your technology – most common source of issues
- Know your venue – don't make assumptions, get there early

Avoid Triggering Stress

- Be well rested – tiredness is a fundamental stressor
- Physical health improves mental health
- Cognitive reframing
 - See failures as an opportunity to improve your training
 - Beware of perfectionism. The training cycle will look after this
 - Feedback is a valuable resource, not a personal attack!

Reducing Acute Stress

- Take a walk!
- Slow, deep breaths (before and for pauses during)
- Hold a hot drink
- Ground your feet
- Give your hands an anchor – pointer, clicker
- Be well rested and watch your coffee intake

Visual Aids

- Supportive visual information used to enhance learning. The purpose of visual aids is to arouse and maintain interest, simplify instruction, accelerate learning and improve aid retention.

Handling Objections and difficult situations

Types of objections:

- Logical – based on rational thinking
- Emotional – bad experience, what someone has said, perhaps a dislike to what the sales person has said

Most common objections

- “That’s more than our budget allows”
- “I can’t afford it”
- “I need to think about it”
- “....could you call me back next week?”
- “I need to consult with my boss/manager/partner first...”
- “I have to talk it over with someone else”

Open Questions

- Learners often won't admit ignorance in a group!
- Open question can't be answered with a 'yes' or 'no'
- "Why wouldn't that work?"
- "How would that affect other areas?"
- "What do you think would happen if we did it this way?"
- What does everyone else think?"

Techniques to use

- Around the room
- New voices
- Bottom lining
- Process observation
- Parking bay
- Off lignin
- Time out

Answering Questions

- Asked before? – answer genuinely
- Testing your expertise? – answer genuinely
- Don't know? – admit it, but go find the answer during a break
- Opportunity for discussion – ask the room for opinions
- Repeat the question to ensure all learners have heard it
- Training cycle – take note of questions for future sessions

Irate People

- No-one ever wins an argument – don't engage one-to-one
- It's almost never about you - compassion
- Your responsibility to everyone to achieve their learning objectives
- Time out, off-lining, parking
- Training cycle – feed the lessons into your next course

Recap

- Aims and objectives - focusing on the key message
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THANKS!

Any questions?
30 min Q&A

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