



Engaging Presentations



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Set the Key Message/Audience Motivator/WIIFM

By the time you've considered your audience, and picked out what they'll need to know about the subject, you'll know how they'll be benefitting from your information.

This is the Key Message (or 'Motivator'). It pinpoints what the audience will be getting out of your talk, and appeals to their emotions. All your content will tie in with the Key Message.

Anything that doesn't tie in with this key message can probably be omitted. Here are some examples of WIIFMs for your audience but you're not limited to these:

Twenty Motivators for your Audience

1. To make money
2. To save money
3. To save time
4. To avoid effort
5. To be safe
6. To improve health
7. To escape pain
8. To avoid trouble
9. To attract a partner
10. To gain praise
11. To protect our reputations
12. To increase our enjoyment
13. To satisfy curiosity
14. To protect our family
15. To take advantage of opportunities
16. To gain control over aspects of our lives
17. To emulate others
18. To have beautiful things
19. To avoid criticism
20. To protect our possessions



Your Action:

Consider your subject, audience and situation.
What's the WIIFM?

How to find out the WIIFM

As ex-speechwriter for Mayor Mike Bloomberg's Administration in New York, Brian Rashid knows a thing or two about presenting.

He shared with me some tips on how to work out your audience's 'WHY?'.
 Brian advises asking these 3 questions:

1. What is your biggest current frustration around [issue / product / service] ?
2. If that frustration resolved itself, how would your professional / personal life be better?
3. What have you tried to do in the past to resolve this situation and how has it worked out?

Who do you ask these questions to?

1. **Get friendly with the conference organiser.** They'll often be in tune with the audience's needs and frustration and will just tell you what pain the audience has.
2. **Get the organiser to survey a small group sample,** if they can't answer these questions for you.
3. **Use the event hashtag** on social media to contact individuals directly.
4. **Dip into audience profiles** to discover the answers. I used this before speaking at Product Tank on 'How to Influence when you've no Authority' for Product Managers. Participants would dive into their pains and passions on the event's portal (professional passions, of course. It's not eHarmony. It's Meetup)
5. **Get to the event early if it's an in-person situation.** Often there are pre-event drinks or meet ups, which will give you the chance of surveying say, 5 people. You can then revisit your content and weave the WIIFM through it.

Ask these questions and get clear about what your audience wants to hear from you.

You'll be doing something that's simple to incorporate but mostly missed out by presenters. This COMPLETELY changes how your audience listens to you.

Subject and Audience profiles

1. Define the subject

The subject was probably been given to you, but sometimes this can be very unspecific or too broad. Analyse the situation, and you'll find a slant on the subject that will be relevant and interesting to your audience:



Your Action:

Define your subject here in the box. You may want to tweak it, making it more specific once you've done the next section:

Subject:

2. Analyse the situation: audience, circumstance.

Audience	Situation
Level of knowledge Roles Level within organisation Common concerns and interests Voluntary/Mandatory attendance Culture (corporate/national) Audience's expectations Number of people Departments (specialist knowledge) Key decision makers Do they know you or each other? Gender Political/Religious issues Organisational activities and aims	Seating arrangements Projectors (front lit/back lit?) Laptop (cables and connectors) Software (PowerPoint?) Microphones (on lectern/earpiece/hand-held?) Other speakers Time (duration) Time of Day Food and drinks before or during speech? Room conditions (air conditioning/lighting?) Lectern (can it be moved) Platform?

Not every single one of the above factors might be a consideration for all presentations but many of them could have any impact on what you talk about and your delivery.

Much of it might be found on websites and literature but a quick call to the organiser usually deals with any queries regarding the situation.

If you're to be sharing the day with another presenter talking of a similar subject, you might want to confer with them to make sure you don't cover the same ground.

relevant and interesting to your audience:






Your Action:

Write your notes in the table below:

What I know about my audience:
What I've yet to find out about my audience

Make your intentions clear

Think	
Feel	
Do	

Think

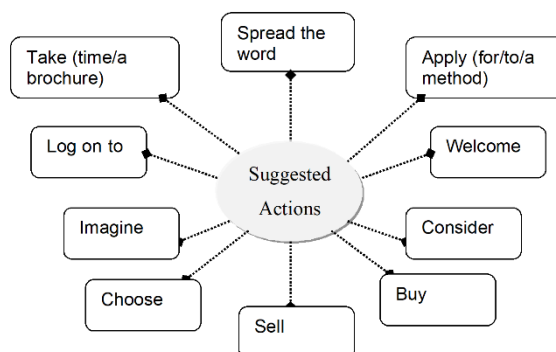
e.g. I want them to think we are the specialists in their sector

Feel

e.g. I want them to feel reassured

Do

e.g. I want them to take us on



Set the Structure – Start with the Middle

Do like the Ancient Greeks and Romans: start with the middle of the presentation. This will lead you on to the end and then you'll know how to begin because you'll know what you're talking about!

By using a Mind Map, you'll break down what might seem like an enormous chunk of work into bite size pieces that you can fit in your practice time easily.



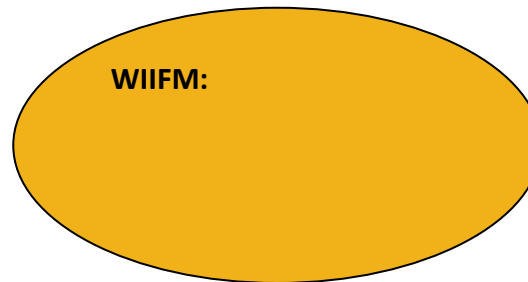
Your Actions:

1. Mark your points on the mind map. Only do these in 20 minutes chunks. You can always come back to it.
- Avoid writing out vast chunks that you try to memorise. You now have a picture of your entire presentation, and you've mapped out the landmarks in the road. It's also easier to swap, add or delete sections.
 - Determine three main points and of maximum of two supporting points. We tend to remember information in threes so don't tip everything on to the audience. You can always add written materials to supplement.
 - You may have to do a couple of mind-maps before you arrive at uncluttered content.

Once you've done that, you can list your points, with Spices (we'll be coming to that). Sometimes, it helps to organise your points – in note form – chronologically.

Keep a clear and engaging middle

Your Mind Map Template



...and a linear way to organise your thoughts if you need to.

1. a)

b)

2. a)

b)

3. a)

b)

THE SPICE RACK™

This adds 'flavour' to your presentation, adding a more conversational, interactive and illustrative aspect to your delivery. Like a good meal, use the spices with discretion so you can enhance your key points. Here are the ways you can apply spices...

- a quote – look on sites like 'www.thinkexist.com' for quotes. They're good attention grabbers...
- direct questions:

compare: *Millions of immigrants entered the United States through Ellis Island during its long history. They came from every corner of the world, and found their way to every state in the union...*

with... *Sam, do you have parents, or grandparents, or great-grandparents, who entered the United States through Ellis Island?*

- a startling statement:

compare: *Volcanic activity is as old as the earth and continues to this day. In our own time, Mt. St. Helens covered a vast region of the state of Washington with lava and ash. And scientists expect Mt. Vesuvius, the volcano that buried the ancient Roman city of Pompeii, to erupt again.*

with: *Did you know Mt. Vesuvius is expected to erupt again? The ancient volcano that destroyed the Roman City of Pompeii is expected to erupt again and do the same to the city of Naples.*

- a rhetorical question e.g. a politician to new homeowners: 'Who wants high interest rates?' It's unlikely anyone will say 'I would'!
- a provoking thought – statistics can be rather provocative...
- an anecdote – this can last for the entire presentation or just a sentence of it.
- show a picture – or use visual language to describe something
- use a prop – this can be a product or any other piece of realia.
- shared experience/empathy e.g. 'For the last year, the merger has put all of us through a process of change, and it's been a challenging time for the whole department.'
- give the latest news – ask yourself: 'Is it tantalising? What response would this provoke?'
- ask the audience to do something – 'imagine', 'think about', 'look around'....
- an analogy – e.g. a manager talking about a difficult project in terms of 'a minefield'.
- example - these are the 'salt and pepper' of your Spice Rack™. If you make a statement, it's not always as self-explanatory as you think so give an example.

For online engagement add:

- Polls (Mentimeter)
- Word Clouds (Mentimeter)
- For ideas on how to use these two tools, go here: [The painful way to open online meetings - and how to avoid it - Frankie Kemp](#)
- Videos (stop them half way and ask the audience “What do you think happens next?”)
- Chat boxes
- Shared hosting
- Bringing in remote guests

If one person in a group of twenty reacts, so will the other nineteen. If you speak to all twenty people, no-one responds directly.

End with a punchy Conclusion



Your Action:

1. **You'll need to round up** your three key points, and your slant on those points. For example, imagine you're selling your luxurious hotel to tour operators. You choose to talk about the location, accommodation and facilities. You might summarise your points thus:
'Now you know about the exotic location and the gorgeous villa with its plethora of opportunities to indulge and explore.'
2. **Remind the audience what the key message is.** This is a rephrased version of what you'll write in the opening. To continue the example from above, the key message here might be phrased as follows:
'This hotel could not be better suited to attract your clients: clients with discretion and spending power.' (You're implying profit margins here – a strong key message).
3. **Give a call to action.** You can lose vital opportunities if you don't tell your audience what they're meant to be doing or thinking at the end of your presentation. So, have a clear call to action. For example:
'Sign up now for our free weekend we're offering you to taste the delights of the Hotel Capri.'

Beginning and Endings are best delivered without looking at prompt cards for maximum impact. Both these sections last no longer than around one minute, no matter how long the presentation is, so keep them succinct.

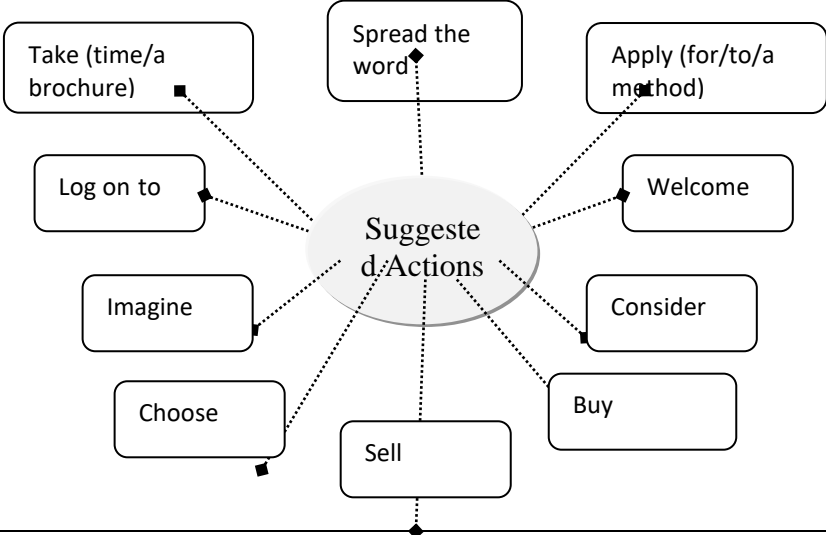
Creating a Strong Ending

Conclusion: create a strong ending – this is the final impression you leave your audience

1. Summary: Use the three legs of your spider to create two sentences that will encapsulate what you covered and your slant on it.

2. Audience Benefit/Motivator/Key message: what's in it for your audience?

3. Action Step: A final thought to leave with your audience or what you would like them to do or think now



Establish the content of The Opening



Your Actions:



1. **Start with a spice-** Contrary to custom, you don't have to say your name and role as soon as you walk on! For most people, this just adds to nerves. If you start with a spice – for example, a quote, visual aid or anecdote – you'll relax sooner and engage your audience from the beginning.
2. **The Caveat** - do you need to address issues according to different groups within your audience? For example, you have Human Resources and the IT teams in the same meeting. Their concerns might be different from each other. To keep them with you throughout, you might want to add a statement such as:

'I know the team from HR will want to know how the changes will affect staff roles and contracts. People in IT will be looking into how the current programmes will need to be modified to cover the merger. Bear with me, because I'll be talking about the impact for both departments and how we can turn the changes into opportunities.'
3. **Rules of the Road** – manage your audience's expectation by stating whether there'll be questions at any point during or after the presentation. If they think there's no allowance for questions, they might just interrupt you.
4. **Route Map** – tell your audience what you're going to cover and manage their expectations.

Rephrasing the key message at each stage, makes it more likely you'll be remembered as an influential speaker

Flexibility exists around the order. Firstly, you'll notice in the template, there's a section where you introduce yourself but this isn't always necessary. Secondly, as long as you begin with a Spice, do the rest in any order that flows.

Beginning and Endings are best delivered without looking at prompt cards for maximum impact. Both these sections last no longer than around one minute, no matter how long the presentation is, so keep them succinct.

Making a strong opening

Feel free to change the order of the components. Read aloud to find out what sounds like a natural flow.

1. Spice
2. Personal Introduction – Name/Role
3. Subject – What’s the main purpose of your presentation?
4. Audience Benefit/Motivator/Key message – restate it as in the closing
5. Rules of the Road – Taking questions – if and when
6. Route Map – Keep to 3 main points and give a title/headline for each point
7. The Caveat: do you need to address issues according to different groups within your audience?

Weak Wording and Strong Wording

Here, you'll find words commonly used when presenting that dilute your conviction. Sound more confident with the strong version on the right.

Weak	Strong
(Passive constructions) "This has been done...."	(Use of the passive makes you sound like a talking report. Use the active voice instead) "We did this."
Avoiding talking directly to your audience	Instead, say YOU as much as possible.
"I <i>hope</i> you now understand our offering"	"Now, I've explained how we work with our clients, I'd welcome any questions you have."
"We always <i>try</i> our best to help our customers."	"We endeavour to help..." "We aim to help..." "Our goal is to help..." "Our aim is to help..."
<i>Should / have to</i>	<i>Strongly recommend / suggest</i>
"I'm going to <i>present</i> our process..." "You'll be hearing a <i>presentation</i> on..."	"I'd like to <i>share</i> our process with you" "I'm going <i>to talk</i> to you about..."

How to talk to mixed groups – without losing either of them

(for tech / non tech audiences)

1. Remember to refer to the 'caveat' in the opening, where you openly recognise different levels or angles because of mixed audiences.
2. Use 'just enough' tech language.
3. Recognised that they too are specialists in their area so you're there to make their role easier, more efficient etc. This is particularly useful if you feel your youth may have more initial emphasis than your knowledge.
4. Articulate their concerns in a presentation. In a conversation, ask what their concerns are.
5. Analogies are your friend! They make the complex tangible.
6. Give only the data they *need*. Even with the most data astute people.
7. Allow your audience to ask questions privately or anonymously.
8. In a presentation, have a dry run with a non-technical person.
9. Talk about the tech in the context of their own roles.



Your Action:

Now go back to your presentation notes (mindmap, prompt cards, or whatever else you use) and check off what you've covered in your content and the language you're using.

Dealing with the questions

The general rule is the **R.R.A.G.** It goes like this:

R - respect

That could simply be non-verbal listening such as eye contact, nodding, head tilting or may be verbal, for example “Interesting question..”; “I’m pleased you asked that because it’s a common concern.”

R – repeat or rephrase (rephrasing is particularly with more negative questions in a group – see next sheet);

This buys you time. I strongly recommend you repeating all questions in a group setting, either virtually or live as not everyone is attentive to the question. In a live setting, you can’t always hear other members of the audience so, although your answer may be excellent, it’ll lose impact if we don’t know what query you’re addressing.

A - answer the question;

For a more complex question, tie it up with your WIIFM at the end so you end with a stronger impact.

G - get agreement

This isn’t always necessary but you may wish to add questions such as, “Does that help?”; “Will that solve the issue with x?”

3 techniques to deal with difficult questions

Rephrase

Rephrasing the question gives you time to work out your response and to take very negative words out of the atmosphere.

For example, “Why are your products bad?”

To take that phrase out of the ether, you reply with:

“So, you’re disappointed with what you’ve bought.”

After this, you’d probably need to go on to redirecting.

Redirect

When you need to get to the bottom of an experience on which the questioner has drawn assumptions, answering a question with a question, can be useful. It will also help you when you don’t have a clue how to answer:

“How do you think this could work?”

“How do you think it might work?” or “How would you like it to work?”

Make sure your body language and vocal intonation looks confident – maintain eye contact and keep gesture direct, with no fidgeting.

Refocus

To divert yourself from questions that might seem irrelevant, or tricky, being able to refocus your questions is a useful skill to acquire. And simple. To do this in a fluent and credible way, build a bridge between the actual question and the response you give. Typical bridges are:

“The real issue here is...”

“The essential question to ask is...”

“If we look at the big picture...”

Refocusing questions that are really statements or accusations

“How could any effective manager renege on a promise to stall redundancy after a merger?”

(Translation: “You betrayed us.”)

Example bridge:

“If we look at the bigger picture, we may begin to understand why this is happening to all of us...”

Note: the phrase “all of us” implies that this is nothing personal but is a situation that is more general, and the result of larger forces.

● Golden Rule ● :

If you don't know the answer, DON'T MAKE IT UP! Say you need to check and promise to get back with the answer because you want to give them the most accurate information.



Your Actions:

1. Either alone or by asking colleagues determine any difficult questions you may encounter regarding your presentation.

The question (s):

2. Now craft answers to those queries. Remember to round off with a rephrase of your WIIFM so you end on a strong

The answer (s):

How to use notes

In-person:

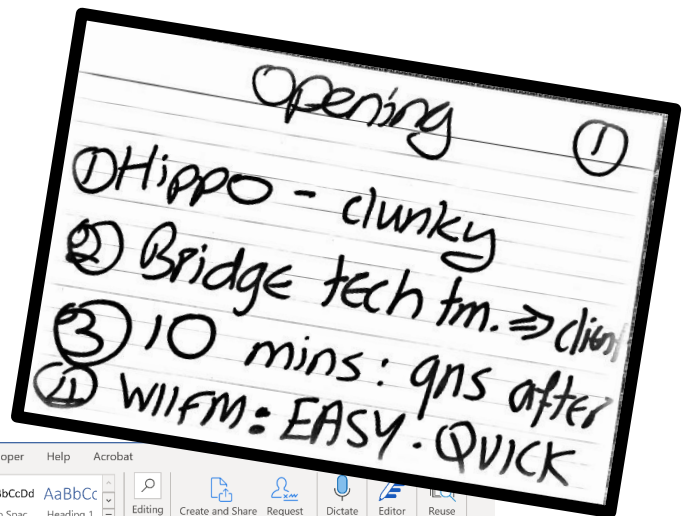
1. If you do prompt cards too soon, you'll be in danger of writing down prompts that throw you or filling your cards up with script. Only when you've practised aloud will you know what prompts you – and, indeed, if you need prompt cards at all.
2. Number the cards and secure them for ease of use.
3. When using cards keep to the 4 x 4 rule: four words to four bullets maximum for each card. Use large script and double space to make the prompts easy to read



Your Actions:

If you do need notes, keep them to a large font size so that they're easy to read.

In-person:



Virtual

The screenshot shows a Microsoft Word document with the following text:

Opening:

Hippo-picture—EMS-clunky-/unmanageable?

bridge-tech-team-/client

10-mins—questions-after

WIIFM—EASY-/QUICK-PROCESS

Route:

- define
- problems
- benefits

Caveat:

Non-tech—

A large blue arrow points from the handwritten note above to the typed text below, with the text "Scroll down" next to it.

Get your breathing right

These are 'kettle-boiling' exercises, meaning you can do them while the kettle is boiling (but you knew that didn't you 😊)

They'll take a minute at the most, unless you've a tremendous breath capacity, in which case, they'll take longer (2 minutes!)

Increase the count when it's comfortable to do so, ensuring you use ribs or diaphragm



Your Actions (1 minute)

1. *White voice* – count as high as your diaphragm will allow on a whisper with no voice.
2. *Grey voice* – as above but half breath and half voice, like a conversation with someone when you're trying not be heard by another in the next room.
3. *Black voice* – pure voice. *Visualise the stomach as the engine room, the voice source.*

Clear Speech

When we're nervous, our jaws becomes more tense, so we're more likely to trip over words.

As the jaw is tighter than usual, both voice and emotion become suppressed.

Facial exercises help to loosen the muscles around the lower face and release the jaw.



Your Actions (1 minute)

Part A Warm up (1 minute):

1. Chew a huge invisible lump of gum
2. Screw up the face as if your teeth have been taken out
3. Now, open your mouth as wide as you can, open your eyes and lift your eyebrows.
4. Repeat 2. and 3. several times

Next: Gain greater conviction and clarity in your speech by practising a couple of these a day, while walking around your home...



Your Actions (1 minute)

Part B Clear Speech (1 minute of repeating 4 of these three times)

1. Mommala Poppala Mommala Poppala.
2. Abominable Abdominals
3. Kinky Kooky
4. Lemon lime liniment
5. Eleven Benevolent Elephants
6. Rubber Buggy Bumpers
7. Peggy Babcock.
8. I carried the married character over the barrier.
9. Honorificabilitudinibus (From Shakespeare's Love's Labours Lost)
10. A regal rural ruler.
11. Green glass grass gleams.
12. A proper pot of coffee in a proper pot of coffee pot.
13. Unique New York

Using Vocal Emphasis to speak with greater conviction

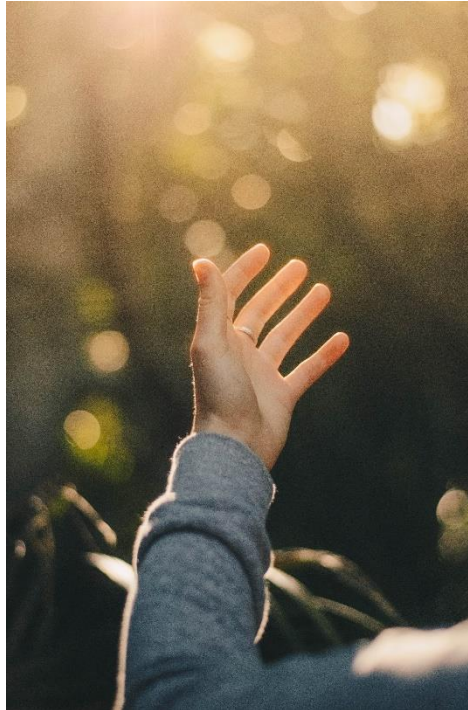


Photo by [Dev Benjamin](#) on [Unsplash](#)

In order to use vocal emphasis effectively....

1. use gesture in tandem with vocal emphasis
2. vary vocal pitch and pause to underline important words/phrases
3. maintain eye contact to the end of the sentence
4. use the pause for emphasis

Get used to pausing

Here's a simple 5 minute exercise I give to clients. Many of them totally transform their delivery and confidence after doing this old drama school activity one time only.

Follow this simple exercise to accustom yourself to the pause. All the steps in total will take you no longer than 5 minutes to complete. Apply this exercise to anything in writing for this first couple of times.

Then you only need to pick this up again when rehearsing 1 minute of your talk, for example, the opening, to ensure that the pauses feel comfortable.

In time, you won't even have to think about it as you'll develop an intuitive trust for the pause.



Your Actions (5 minutes)

The 6 Step Exercise

1. Grab something to read aloud

Take a piece of literature, from a children's book, pamphlet or even an instruction manual. You only need about four sentences.

2. Mark the document

It's like someone waving at you to STOP, so don't omit this step. On your chosen section, mark in dashes as follows:

after . / ! / ? mark one dash /

after , / ; / : / - mark two dashes //

new paragraph - mark three dashes ///

Here's an example of one I've done below:

from The King Who Loved Carpet

Once upon a time,/ there was a king who never wore shoes.// He was forever bruising and scraping his royal feet.// One day,/ completely exasperated with this problem, / he turned to his trusty minister and ordered: / "I want you to carpet the entire kingdom by tomorrow morning or it's off with your head!" ///

The poor minister sat up half the night thinking about this impossible task,/ knowing full well that he would surely lose his head come morning.

3. Record into your phone / voice recorder

When you're at one dash / - silently mouth 'one elephant';

at two dashes // - mouth 'one elephant, two elephants' and

at three dashes /// - mouth 'one elephant, two elephants, three elephants'

4. Play it back

You may notice that the pauses are correct but the reading is a little flat.

In that case, move on to...

5. Record it again,

This time focus on changing the pitch when you want to emphasise (see section on 'Using Vocal Emphasis to speak with greater conviction'.)

6. Replay it.

Play it back again. You may notice that adding this extra layer has sacrificed the pauses.

Leave it. A few days later, go back to the exercise, repeating steps four to six and you'll notice it becomes easier for both the vocal colour and pauses to synchronise so you don't sacrifice the energy in the piece.

Note: It's a bit like learning to drive: you're able to drive smoothly but forget to look in the mirror. Another time, you look in the mirror frequently but stall.

By concentrating on only one factor at a time, you're behind the wheel in a few weeks, and it's all fallen into place. Thus, when you read only think of pausing the first time, then concentrate on emphasis the second time.

"Doesn't it sound a little patronising?"

This is what one of my clients said after he heard himself do this exercise with the excerpt from the children's story above. Well, yes, it would do if you use that vocal tone.

I then advised him to redo it, talking about his subject of data analysis in Marketing, which was more grown up.

He was to do it paying the same attention to emphasis and pausing.

"OK," he confessed, "yes, it does sound better. It's obviously the content and tone that changes but the pauses don't."

Exactly.

In as little as 5 minutes twice a week for two weeks, you'll nail the ability to use pauses effectively while sustaining the dynamism of your speech.

How to slow down your speech

The sweet spot is 190 wpm as Bryan Stevenson's TED speech demonstrates [here](#).

This exercise below will help normalise a slower pace. It'll then feel strange to rush it. Slowing your speech down also makes the experience feel more natural, like a conversation.

That's actually what a presentation is: a conversation with one person talking for most of the time.

And that you can surely do. Here's how to optimise your speech rate:



Your Actions (3 minutes)

Here are 78 words, which should take you around 30 seconds. Don't worry if you're a few seconds on either side of that number.

"Now you're probably wondering, how can we install this function so that it doesn't have a knock on effect on the whole system?" We've figured that out for you. Previous clients felt really insecure about installing this app for the same reasons as you. We found that we could integrate it without any negative effect at all on your existing software and found that the app actually sped up data management. We can do this remotely right now."

Read the text into a voice recorder

1. After a couple of sentences, exaggerate the vowel sounds, deliberately dragging them out, as if you were speaking in slow motion. Here's what it should sound like:
2. After a sentence or two, return to your normal pace of speech.
3. Repeat step 2)
4. Repeat step 3)
5. Stop the exercise after 3 minutes.
6. Play back the voice recording. Listen to how the normal pace you began with compares to the new normal you end with.

Most people notice the difference after the first or second time.

If you don't notice a difference, ensure that you're really dragging out the vowel sounds and exaggerating the mouth opening.

Repeat this 5 times a week for 2 weeks and you'll find a new, slower normal speech rate becomes instinctive.

By slowing down, you'll bring your audience in, and carry them along with your message.

How to deal with blanking

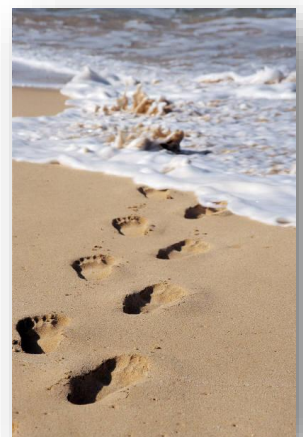
- **Gesture** to draw out words from your head – something will occur to you until you find the next point.



- **Move** from one position to another. If you move you'll breathe, and this will clear the thought process, buy you time and make you look more confident.

- **Retrace your steps:** do what you do when you lose your house keys.

Recap what you've just said to pinpoint what to say next.



Box (Trigger) Breathing



Your Actions:

1. Breathe in for 4 seconds
2. Hold for 4 seconds
3. Exhale for 4 seconds

You can increase the count at each stage to 7



Breathe in...

[Read about the scientific study that shows how regular practice of Box Breathing helps to increase resilience.](#)

Reframing



Your Actions:

1. Think of an upcoming presentation or other future challenge you have.
2. When you think of it, register any anxiety and where it may be in your body e.g. a whirling in your stomach.
3. Now you have the snapshot, tell yourself, "I AM EXCITED." To save yourself getting carried off, do this in your head. It works just as well as out loud...

[Read more about the science here.](#)

Power Posing



Your Actions:

1. Recall a time that you've felt the way you'd like to feel in a specific situation. That may be confidence, but could be a sense of control, joy, freedom or something else that helps you to rise above your nerves.
2. Physically adopt the stance that invokes that situation. For example, I was working with a client who wanted to embody the control she felt when horse jumping. Consequently, she spent 2 minutes, visualising herself on the horse in full top hat and tails.
3. Hold the position for 2 minutes. As you do this **privately** and **before** you present, you can be sitting down, standing up, leaning or hanging from the light. Really, there are no rules here.



[Go here to view the ground](#)

[breaking 20 minute talk on why](#)

[this works](#)

How to Prepare for your Presentation

A quick summary

1. Define the subject
2. Analyse the situation: audience, circumstance.
3. Set the Key Message/Audience Motivator and then define your Think / Feel / Do
4. Ideas for achieving the goal: explore possibilities, research.
5. Set Structure: determine three main points and supporting points. For example:

Main point:

1. A:
2. B:

II Main point:

3. A:
4. B:

II Main point:

5. A:
6. B:

Find spices to flavour your points.

6. Practise the body of your presentation out loud or by talking into a tape recorder. Be aware of points that stray off the objective or key points not included. Also, rephrasing might be necessary.
7. Repeat practice aloud.
8. Establish content of:
 - i. Conclusion
 - ii. Introduction
9. Practise conclusion and introduction out loud, adding spices.
10. Check you are emphasising key points in presentation by taping.
11. Practise for gesture – in mirror, with no voice – just movement. Check the gestures support emphasis and are varied.
12. Practise for in role (e.g. Games Show Host)
13. Prepare visuals.

14. Transfer to prompt cards as bullet points.
15. Practise out loud, making sure you've got the right prompts on your cards. Amend as and when necessary.
16. Prepare answers for possible questions in Q & A

Continuing your development

1. Read aloud into a voice recorder for a couple of minutes a few times a week. This will help you to develop vocal colour and control
2. Use friends and colleagues to run through ideas and content of any presentations
3. Be aware in meetings and during social occasions of how you use gesture and emphasis
4. Each time you present, focus on new delivery technique to improve.
5. Practise your breathing exercises in your daily life – in the car, at your desk, as you're walking down the street...
6. Read aloud to children
7. When you've given a presentation, write down three positive aspects about your experience and one area you want to improve next time.

Get feedback from others and listen to it: if someone compliments you, believe it, AND WRITE IT DOWN. That's how self-confidence develops.

Resources

Resources for increasing your presentation skills:

1. [An alternative structure for Presentations](https://www.ted.com/talks/nancy_duarte_the_secret_structure_of_great_talks?language=en)
https://www.ted.com/talks/nancy_duarte_the_secret_structure_of_great_talks?language=en
2. Brilliant use of language esp.in Charlie Chaplin's Great Dictator Speech (juxtaposition of opposites: e.g. "We want to live by each other's happiness – not by each other's misery.")
https://www.youtube.com/watch?v=r3exolMmz_Y&list=PLjKx4T32ES4hBBPG8tuk1MmtwUD8mh_A0&index=7&t=581s
3. You can even use Jenga to pitch:
https://www.youtube.com/watch?v=xbiDrzTd8fE&list=PLjKx4T32ES4hBBPG8tuk1MmtwUD8mh_A0&index=6&t=0s
4. End your presentation with the 'so what' statement
<https://frankiekemp.com/how-great-speakers-end-presentations/>
5. 'Talk like Ted' by Carmine Gallo
<https://www.foyles.co.uk/witem/business/talk-like-ted-the-9-public-speaking,carmine-gallo-9781529068658>
6. Amy Cuddy on Power Poses: https://www.youtube.com/watch?v=phcDQ0H_LnY
7. Get my 'Tips 'n' Tools' regular videos and posts to make you more, well, YOU, but turned up so you're a Communication Ninja. Takes 30 seconds with this code
<https://frankiekemp.com/tipsntools>
 and of course you can contact frankiekemp.com on +44 (0)20 7183 4300 or email frankie@frankiekemp.com

To conclude

More than just a good speaker...

Practise what you're learned in this course and you'll find that you not only get better at Presentation Skills but also:

- You'll convey a clearer and more memorable message
- You'll have more impact as a communicator
- Your overall confidence and presence will increase

Presentation Self-Analysis Questionnaire

Before the Presentation

- Have you run through the presentation several times aloud and timed it?
- Have you practised with cue cards, props and visual aids?
- Did you remember to use breathing to help you relax and focus?
- Did you warm up physically
- Were you in a positive frame of mind?
- Did you allow enough time to walk around the presentation space before the audience arrived?

Structure:

- **Opening**
 - Did you take your time and establish eye contact with your audience?
 - Did you adopt a confident and purposeful stance?
 - Did you get the audience's attention from the beginning?
 - Did you clearly state the purpose of your presentation?
- **Middle**
 - Was there a clear pattern of organisation in your structure?
 - Did you tie up your key points to your key message?
 - Did you use enough spices to engage your audience and support your information?
 - Did you meet your audience's needs?
- **Conclusion**
 - Did you rephrase the key points and key message?
 - Was there an action step?

What can I do to improve?

Presentation Structure Templates

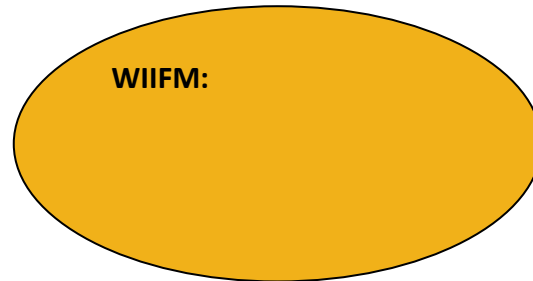
1. Making a strong opening

Feel free to change the order of the components. Read aloud to find out what sounds like a natural flow.

1. Spice
2. Audience Benefit/Motivator/Key message – restate it as in the closing
3. Subject – What’s the main purpose of your presentation?
4. Personal Introduction – Name/Role
5. Rules of the Road – Taking questions – if and when
5. Route Map – Keep to 3 main points and give a title/headline for each point a) b) c)
7. The Caveat: do you need to address issues according to different groups within your audience?

2. Keep a clear and engaging middle

Your Mind Map Template



...and a linear way to organise your thoughts if you need to.

1. a)

b)

2. a)

b)

3. a)

b)

3. Creating a Strong Ending

Conclusion: create a strong ending – this is the final impression you leave your audience

1. Summary: Use the three legs of your spider to create two sentences that will encapsulate what you covered and your slant on it.

2. Audience Benefit/Motivator/Key message: what's in it for your audience?

3. Action Step: A final thought to leave with your audience or what you would like them to do or think now

