



Let Confident Communications help you get the best from your most valuable asset - YOUR PEOPLE

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WE have something in common, you and I - which has nothing and everything to do with our day jobs. We have dreams and goals, are passionate about what we do, can sometimes experience anxiety and fear, endure long hours of work and sometimes have to be away from home. Your commitment to excellence in your work whatever that may be, has many of the same challenges I face as a Presenter. This journey to meet the audiences expectations is one that takes time in planning and committing to with energy. Hence, the principles that are applied to your areas of expertise can be applied to presenting to the corporate, school or business audience. The first of these principles is speaking and presenting with passion. Your passion for what you believe in is what creates a memorable presentation that remains in the hearts and minds of your audience long after your presentation is over. The passion remains woven into your unique story which is part of your P E A K performance.

P - PREPARATION - The first and most important rule is not to accept any presentation that you are not prepared for whether paid or unpaid, as speaking is one business that other people's perceptions of us matter more than what we are doing or saying. We must respect our audience and provide a prepared and professional presentation every time. In order to do this find out answers to the following questions from Conference organisers, M.D's or to whoever you are dealing with, or you may find yourself never being asked to speak or represent them again (this could even mean your sponsors) In fact you could even prepare a Planning sheet with the following questions on it and document the answers so you don't forget what was said.

It is critical to ask the following questions irrespective the size of the group.

What type of occasion is it and what is its purpose: How many people will be attending and what is the background and approximate age of the group: What knowledge do they have of you, and what knowledge do they have of your skill: What is the venue set up likely to be, and will it be arranged in a manner suitable to your style of delivery: Will your audience be standing or seated during the presentation ie. will they be comfortable or be interrupted by drink/food waiters that will distract them visually and from listening clearly: What sort of microphone is available: Is your presentation restricted to a podium or can you move throughout: What are the audiences expectations: Why are they coming along and have they heard you before. What other technical equipment will be required and who can you liaise with to ensure everything is in working order such as quality of sound, lighting, power point etc. What style of presentation has worked best for a group like this before: Do they like to get involved or are happy to just sit back and listen.

Whatever the event, a presentation involving your audience with a combination of audio, visual and kinesthetic (demonstration, hand on) approaches will ensure a greater impact. And to create that impact you need -



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E - ENERGY - lots of it, but the golden rule before hitting your audience with a high energy, high impact opening and presentation is all about ensuring that they are comfortable with it. Some audiences are often immobilised verbally and physically if a presenter overwhelms them too early in a presentation by confronting them with exaggerated gestures or inappropriate humour. In other words, colour and movement is great but make sure your audience will respond favourably. We have one chance to make a good impression and so make sure if you want a high octane opening so does your audience!

Consider creating a positive environment when people enter the auditorium/or Board room by giving positive subliminal messages such as upbeat identifiable music associated with your topic. (the movies always have great sound tracks, but check for license agreements if they can be played in certain venues!!!) Consider using coloured balloons, children's toys that represent your topic or theme, certain clothing, note paper/presentation take-away literature, goodies whose name can be a metaphor for your topic, all add to the energy of your presentation. Props are great too. Metaphors are powerful and people can relate a story by using props such as toy mobile phones, bow and arrows, magnifying glass, funny hats, magazine articles and photos, funny overheads, funny videos (bloopers of things going wrong) gold coins representing the money they are paying you to be here today, toy medals, greeting cards, door prizes, funny specs, Imagination is the most powerful gift you can bring to the speaker's platform, and by adding YOU, your voice, your body language and your experience to capture the attention of those you are speaking to. Remember the 55% 38% 7% Rule. These golden statistics that relate to 55% of our presentation is our body language or physiology, 38% relates to tone and ONLY 7% relates to the words we use. Check in regularly with your audience to ensure they are "with you". Ask for a show of hands, people to stand if they agree, to turn to the person next to them, ask questions that require them to nod their head or clap their hands - The more interactive you make your presentation the more memorable it will be.

A - ANTICIPATING the needs and wants of your audience will give you a leading edge over other presenters and will ensure you exceed their expectations. A great speaker will weave their story through reference to a situation that the audience will be able to relate to. There is tremendous magic in telling stories and anecdotes and through careful analysis of your audience you can find the right story to illustrate a particular situation that they have experienced. In other words, develop several magic stories that you can use and adapt them to different audiences through imagery, pictures and reference to something that is meaningful to them. Also, anticipate right timing throughout your presentation. Consider how long you should talk before people stop listening. I mean, don't worry if people look at their watches, but if they start shaking them perhaps you know you have been rattling on too long!! Find out how long you have got to speak so you do not rush through a presentation, work out your introduction, body and conclusion and perhaps just have icons on your note sheet to remind you of what you have to say, what you could say and what you should say if you have time. One of the mistakes many presenters make is that they go off the topic and then find they run out of time. Anticipate the sort of questions people may ask you and have answers ready, and if there happens to be an awkward silence try this "One of the most common questions I am asked is....."



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K - KNOWLEDGE You are the expert and have the knowledge of what is happening in your area and so you have the ability to share your knowledge in a way that they can understand and then relate it to others. Make sure you use a language that people can understand. Use innovative ways of finding out what people know, have a competition with a prize. People generally like to be involved in a non confrontational way and by including them at some level you will automatically set yourself up for success

Our position and credibility as presenters is directly proportional to the experience we have, and by giving people an experience and opportunity to be part of the presentation, they too, will remember us and our stories.

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