



TIPS FOR SUCCESSFUL PRESENTATIONS

1. Preparing to Present:

- **Start planning early** – a good presentation takes time to develop and thought.
- **Believe in your presentation.** Believe in your message. - if you don't, no one else will.
- **Create realistic expectations and limitations for yourself** – regarding what you want to achieve, how your audience will respond, how you might position the message.
- **Always offer something new to you audience** – support with stories and insights.
- **Practice, Practice, Practice.**

2. Creating your presentation:

- **Consider your objective first** – that guides a presentation in a particular direction.
- **Analyze your audience** – who are they, what do they know, what do they need, what examples will be relevant to them.
- **Never say "in conclusion"** - rather "the key message is, the most important points are....."
- **Limit your presentation to three key topics/sections** – don't overwhelm the audience, limit the agenda.
- **Organize and plan** – "When you present, you lead".
Keep it **lean** – use **bullet points**
Then **support them** with interest, color, stories – to engage the audience.
- **Summarize the key ideas** – to crystallize ideas
- **Have an attention getting opening** – it gains the audiences attention, launches a presentation and sets the tone.



- **Make graceful transitions with strong leading words** that re-engage the audience for each new point – use sequences, words that build suspense, pauses and questions.
- **Add your own humor, perspective, personality and charm.**

3. Delivering your presentation:

- **Prepare** – mentally prepare for the presentation using relaxation techniques, deep breathing, visualization, practice your opening.
- **Control your breathing** - Breathe from the diaphragm, inhale deeply through your nose, exhale slowly through your mouth
- **Smile** - find a friendly face in your audience and smile; smiling will also help to animate your voice
- **Make eye contact** - before you start to speak, make eye contact with members of your audience. While speaking, continue to make eye contact
- **Pause** - Take your time; wait until you are ready to start. Use pausing strategically.
- **Project your voice** - breathe well to support your voice. You will then sound confident
- **Take control** - Allow yourself and your audience a few moments to get used to your voice. Prepare your opening line
- **Slow down and pause** - Nerves make you speed up, so start slowly, at a walk not a gallop. Pause rather than saying "er", "actually" or "basically"
- **Control your body language;**
 - Gesture before the relevant phrase, not after it
 - Don't fiddle (with your notes, your pen or coins in your pocket)
 - Move deliberately and economically
 - Open up - uncross your arms, unclasp your hands, unpin your elbows
 - Don't slouch or hunch - stand up or sit up straight
 - Don't rock from side to side