

# ***How to Strengthen Your Presentation Presence and Delivery***



*You can strengthen your presence and delivery through desire, tools, and practice.*

*Desire. You must have a desire to strengthen your skills*

*Tools: You must have some tools and techniques to apply.*

*Practice: You must practice these over and over.*

*Nothing worthwhile comes easy!*

Our Learning Objectives. By the end of this training, you will be able to describe and demonstrate these 10 best practices of presentation pro's.

1. Turn nervousness into presence.
2. Take your audience on a journey.
3. Make your audience the hero.
4. Grab their attention and don't let go.
5. Hit your main point with a real WHACK, then hit it again and again!
6. Be your own best audio-visual aid.
7. Don't be perfect—be real.
8. Sell, don't tell.
9. Leave them on an emotional high.
10. Commit to applying these lessons.

Presented By  
**Rich St. Denis**  
(678) 523-8462  
*RichStDenis@earthlink.net*

## Tip #1: Turn Nervousness into Presence.

Know that nervousness is normal, natural,  
and even healthy!

Embrace it! Reframe it!  
You are not nervous; you are energized!



Infect the audience with your **enthusiasm**. Here is how:

### Lean into the discomfort.

- Smile.
- Lift your eye brows.
- Lean forward.
- Use gestures that are big and bold.
- Breathe deeply and slowly.

### Speak positively about speaking.

- Thank you for asking me to speak.*
- I'd love to speak on this topic.*
- This is an absolutely great topic.*

### Speak positively about yourself.

- I am energized by this opportunity.*
- I am the person they want to hear. I am magnificent.*
- The audience wants me to succeed. They'll benefit from hearing me.*

### Ask for clarification about your topic, and take time to think.

- What specifically about that topic would you like me to discuss?*
- How long would you like me to talk?*
- Please give me a second to organize my thoughts.*

## Tip #2: Take Your Audience on a Journey.



Where do you want to take your audience?

What do you want them to see, believe, feel, and do along the way?

### **Create an Itinerary.**

#### Beginning:

- Start with an Attention Getter related to your topic.
- Announce your Topic, Main Point, and Agenda.
- Cite the Relevance and Benefit to your audience.
- Provide your Credentials to speak.

#### Middle

- Divide your Main Point into Supporting Points.
- Cover your Supporting Points through Evidence + Analysis consisting of--
  - Data
  - Explanations
  - Reasons
  - Quotes
  - Stories

#### Ending

- Provide a Summary.
- Invite Questions.
- End with a brief Memorable Closing.

## Tip #3: Make The Audience the Hero.

***Put your main focus on the audience.***

It's not about what you want to say.  
It's about what they will get from hearing you.

*What are they are going to see and learn?*

*What are they going to believe and feel?*

*What are they going to be able to do?*

Their success is more important than yours.

***Pinpoint the specific outcomes for audience success.***

*As a result of this journey (my conversation with them)—*

*Here is what they will come to know and see:*

*Here is what they will come to believe:*

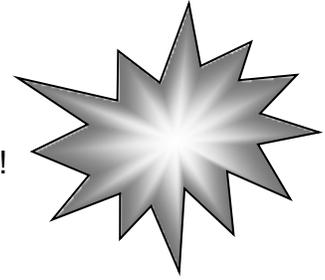
*Here is what they will come to feel:*

*Here is what they will be ready and motivated to do:*



***Your Goal: Get the audience to See, Believe, Feel, and Do what you want.***

## Tip #4: Grab Attention and Don't Let Go.



You are **NOT** allowed to be boring and lose the audience's attention!

So use these tools be **ENGAGING** and **DYNAMIC**:

**Dramatic Fact.** Start with a dramatic fact related to your topic, and repeat it!  
*In just the past 30 days, 30% of all students in the United States have....*  
*Let me say that again: In just the past 30 days....*

**Metaphor.** Start with a new and vivid metaphor to frame your topic.  
*For the past two years, like a car in third gear, our team has cruised along nicely.*  
*But today we need to shift into a higher gear to accelerate us into the future.*

**Counterintuitive Statement.** Make a bold counterintuitive statement related to your topic.  
*Two heads are not better than one. Let me repeat that: Two heads are NOT better than one. If we are to succeed in the days ahead, we must accept the fact that two heads are not better than one. Let me tell you exactly what I mean by that.*

**Dilemma.** Put the audience in the middle of a dilemma relevant to your topic.  
*Imagine the following situation:*  
*You are .... (Describe in detail a place, time, setting, and an issue.)*  
*In this situation, what do you say? What do you do? How do you handle it?*  
*We're here today to talk about....*

**Story.** Begin with a S-T-A-R story related to your topic, and act it out.  
**Situation:** When? Where? Who?  
**Task:** What was the important, urgent issue at hand?  
**Actions:** What was done about it?  
**Results:** How did it turn out?

**Questions.** Ask a series of three rhetorical questions related to your topic.  
Start with a broad open question and make the rest increasingly narrow.  
Use questions that get most people to agree or raise their hands.  
*How many of you here....? And how many of you....? And how many of you...?*

**Tip #5: Hit Your Main Point With A Real Whack!  
Then Hit It Again!  
And Hit It Again!**



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***Simplicity, consistency, repetition.  
That's how you get a message through!***

## Tip #6: Be Your Own Best Audio-Visual Aid.

*Who you are thunders so loudly  
that I can't hear what you say!*

--Ralph Waldo Emerson  
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**You are the main audio-visual aid that delivers a big message!**

Your actions

Your facial expressions

Your gestures

Your movement

Your tone of voice –volume, pitch, inflection, pacing

***All of these send a message....and they must all be in synch with your words!***

No mixed messages allowed. If your words say “This is an important point,” make sure your face, gestures, movement, and voice qualities say the same thing.

**Practice communicating with all your message channels in synch: your words, voice qualities, facial expressions, and gestures.**

Use your voice qualities and body language to deliver these lines:

*I am so pleased to be here with all of you.*

*There are three main points I would like to make today.*

*Never give up. Never ever give up. Never ever ever give up.*

*This is something we can do.*

*This is something we must do.*

*This is something we will do.*

## **Tip #7: Don't Be Perfect—Be Real.**

**Be yourself—your best self!**

**Do not memorize your presentation.**

**Do not read from a script.**

**Speak from the heart.**



**And when proposing a controversial idea, admit any doubts you might have.  
Doing that actually earns greater trust in you.**

*Be a first-rate version of yourself,  
Not a second-rate version of someone else.*

## **Tip #8: Sell, Don't Tell.**

*A genuine leader is not a seeker of consensus but a molder of consensus.*

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Your job is NOT to present.

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***To sell your ideas and products and services--***

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## Tip #9: Leave Them on An Emotional High.

***Pinpoint the emotions you want the audience to feel at the very end.***

*Confident?*

*Proud?*

*Determined?*

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*Safe?*



**End your talk in a crisp, clear, emotionally appropriate way--**

- 1. Provide a brief summary of your main point and three key points.**
- 2. Invite questions.**
- 3. End with memorable closing that arouses the desired emotions:**

*If there are no further questions, let me leave you with this one, final thought:*

Examples of final thoughts:

A Call to Action: *We can do this. We must do this. We will do this.*

A Challenge: *I now challenge all of us to....*

A Predication: *I predict that if we....*

An Inspiring Quote: *As \_\_\_\_\_ once said: .....*

- 4. Signal closure with a friendly word of appreciation.**

Examples:

*Thank you for your attention!*

*I appreciate the chance to speak with you.*

**Tip #10: Commit to Applying Today's Lessons.**

**Review** I will review this booklet and my notes on these dates: \_\_\_\_\_ and \_\_\_\_\_

**Discuss** I will discuss the things I learned today with others:

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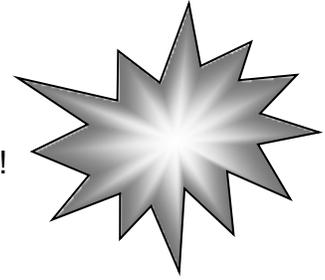
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