How to Strengthen Your Presentation Presence and Delivery

You can strengthen your presence and delivery through--.

*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.

Our Learning Objectives. By the end of this training, you will be able to describe and apply these 10 best practices of presentation professionals.

1. Turn nervousness into presence.
2. Take your audience on a journey.
3. Make your audience the hero.
4. Grab attention and don’t let go.
5. Hit your main point with a real **WHACK**, then hit it again and again!
7. Don’t be perfect—be real.
8. Sell, don’t tell.
9. Leave them on an emotional high.
10. Make a commitment to apply these lessons.

Presented By

**Rich St. Denis**

(678) 523-8462  RichStDenis@earthlink.net
About Your Instructor

Rich St. Denis

Rich St. Denis is a top-rated senior trainer and consultant based in Atlanta who specializes in leadership, performance management, coaching, teambuilding, communication skills, and personal effectiveness. He has more than 25 years of training experience and has trained and coached more than 18,000 professionals.

Rich has designed and delivered more than 500 workshops in many areas, to include:
- Executive Leadership
- Performance Management
- Change Management
- Corporate Communication
- Team Leadership
- Team Building
- Coaching Skills
- Business Writing
- Technical Leadership
- Conflict Management
- Executive Speaking and Writing
- Interpersonal Communication

Rich’s major clients cover a variety of industries and have included--
- Georgia Power
- SouthTrust Bank
- Siemens Corporation
- CARE-USA
- Wellman, Inc.
- Crawford & Company
- Mercedes-Benz
- CNN
- Turner Broadcasting
- Office Depot
- US Air Force
- Department of Defense
- Georgia Tech
- Professional Engineers of North Carolina
- Spelman College
- Virginia Tech
- Georgia State University

Rich has also been a course developer and workshop leader for the American Management Association. He has written and delivered these programs offered nationwide:

- Developing Executive Leadership
- Preparing for Leadership: What It Takes to Take the Lead
- Coaching: A Strategic Tools for Effective Leadership
- The Voice of Leadership: How Leaders Inspire, Influence, and Achieve Results
- Leading with Emotional Intelligence
- Developing Leaders at All Levels
- Delegation Boot Camp
- How to be a REAL Team Player
- Collaborative Leadership Skills for Managers
- The Write Way to Lead
- Advanced Leadership Communication Strategies

Rich also does consulting work focusing on the areas of leadership effectiveness, performance management, teambuilding, and organizational communication.

He has a B.S. in Engineering (United States Military Academy at West Point), an M.A. in English (Duke University), and an M.B.A. in management (Oklahoma City University).

His professional associations have included the American Management Association and the American Society for Training and Development.

(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!

Inflect the audience with your enthusiasm.

Here is how:

**Lean into the discomfort.**

  - Smile.
  - Lift your eyebrows.
  - 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 to speak about.*

**Speak positively about yourself….silently to 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 then 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 people?

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

Create an Itinerary—a structure for your ideas.

The Structure of a Presentation to Inform:

Beginning:
- Attention Getter related to the topic
- Topic, Main Point, and Agenda
- Relevance and Benefit to Audience
- Credentials to Speak

Middle
- Main Point
- Three Supporting Points (Evidence + Analysis) consisting of
  - Data
  - Explanations
  - Reasons
  - Quotes
  - Stories

Ending
- Summary
- Questions and Answers
- 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 going to see and learn?
What are they going to believe and feel?
What are they going to be motivated and able to do?

Their success is more important than mine.

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 – Do.*
Tip #4: Grab Attention and Don’t Let Go.

You are NOT allowed to be boring!

So, use these tools to be DYNAMIC:

**Dramatic Fact.** Start with a dramatic fact related to your topic, and repeat it!
*In the next three days, exactly 5 things will happen to change your world.*
*Let me say that again: In the next three 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.** Say something bold or unexpected about 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 related 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. 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.
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!

Hit your main point with a real **whack**!
Then hit it again!
And hit it again!

Hit your main point with a real **whack**!
Then hit it again!
And hit it again!

*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
American philosopher

*You are the main audio-visual aid that reinforces your words:*

Your actions
Your facial expressions
Your gestures and movement
Your tone of voice –volume, pitch, inflection, pacing

All of these send a message….and they must all be in synch!

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

**Practice** the following lines with all your message channels in synch: your words, voice, facial expressions, and gestures.

The only thing that we have to fear is fear itself.

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

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…admit your doubts about things you genuinely have doubts about.

Be a first-rate version of yourself,
Not a second-rate version of someone else.
Tip #9: Sell, Don’t Tell.

A genuine leader is not a seeker of consensus but a molder of consensus.
   --Dr. Martin Luther King, Jr.

Your job is NOT to present.
Your job is to persuade!

To sell your ideas, products, and services--

1. Look like you believe in them 100%.

2. Describe the benefits to the buyers – or those they care about.

3. State who else believes in your ideas, products, and services.

4. Tell stories of the times that others did what you are recommending.

5. Describe the bad things that happen if your ideas aren’t adopted.
Tip #9: Leave Your Audience on An Emotional High.

Pinpoint the emotions you want them to feel at the very end.

Confident?  Courageous?
Proud?  Important?
Excited?  Energized?
Safe?  Secure?

End your talk in a crisp, clear, and emotional 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 you have no further questions, please let me leave you now with this one, final thought:

   Examples of final thoughts:
   
   We can do this. We must do this. We will do this.
   I now challenge all of you to....
   I predict that if we....

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 These Lessons

You can strengthen your presentation presence and delivery skills but only if you have a strong desire to improve, learn a few tips, and apply them over and over.

Review  I will review this booklet and my notes on these dates: ______ and ______

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

<table>
<thead>
<tr>
<th>What I will discuss</th>
<th>With Whom</th>
<th>When</th>
</tr>
</thead>
</table>

Apply  I will apply a lesson of this course as soon as I can:

<table>
<thead>
<tr>
<th>What I will do</th>
<th>When</th>
</tr>
</thead>
</table>

Get Feedback on My Efforts  I will ask for and listen to feedback on how I’m doing.

<table>
<thead>
<tr>
<th>What feedback I will request</th>
<th>From whom</th>
<th>When</th>
</tr>
</thead>
</table>

Learn More  I will do the following to learn more about presence and delivery skills:

<table>
<thead>
<tr>
<th>What I will do</th>
<th>When</th>
</tr>
</thead>
</table>

Be Accountable  I will hold myself accountable to do these things.

I will ask _______________ to help me stay accountable for all this.