

# The absolute basics with presentations.

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Presentations take place at a variety of scales but the principles involved do not vary much, whether you are in a meeting, interview, appraisal session or delivering formally to a large audience.

- **Prepare, prepare and prepare**, ensuring that you pay equal attention to the twins: **delivery and content**.
- Presentations are about **energy levels**. Your aim is to take high energy levels into the forum, which you then pass to the audience. A cycle of virtuous circles starts, creating a win-win situation for everyone.
- Multimedia techniques add an extra dimension to presentations, but by themselves, they do not motivate. Don't ever forget that **you** are the presentation.
- The bottom line for the audience is, **"What is in it for me?"** Organise your presentation with that factor uppermost in your mind.
- Don't put too much **stuff** in.
- Have one **key point** and repeat it **frequently**.
- Catch the audience with **"The Splash"** i.e. something to catch its attention in the first twenty seconds.
- Have a strong **punch-line** so that your audience knows the outcomes and where it is going.
- Don't forget your **"gesture clusters"** i.e. smile (with the eyes as well as the mouth), body language, posture and use of the hands.
- Set yourself **humble objectives** if you have a diverse audience.
- Don't forget key attributes of the **voice**: pause, phrasing, clarity, pitch, tone, volume and variability.
- Scan the audience so that all feel they are engaged. The **"M"** pattern works wonders i.e. front to back on the left, diagonally to the centre front, move to the back right and then

finish to the front right and repeat.

- Insert relevant **anecdotes** to enliven and exemplify what you are saying. A story is worth a thousand pictures!
- Finally, and most important, exude **enthusiasm**.

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