

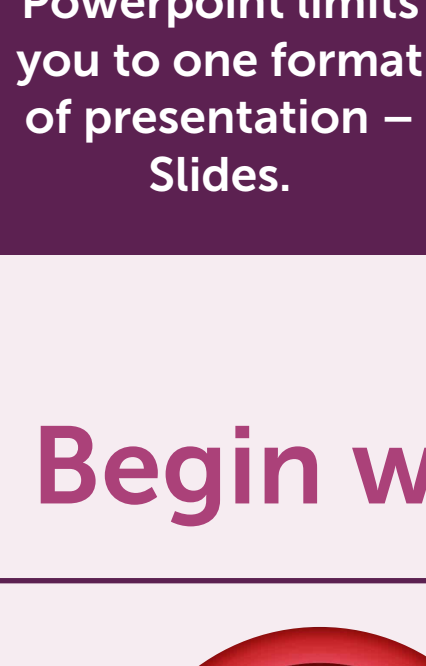
# Presentation Skills

## Ultimate Infographic

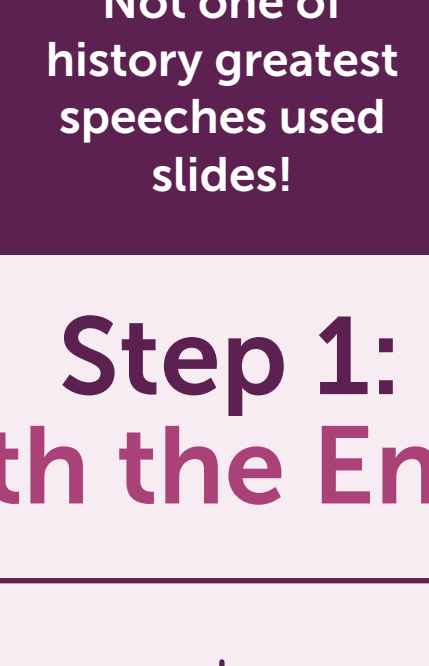
### Don't Start with Powerpoint

#### 7 Steps to Creating an Effective Presentation

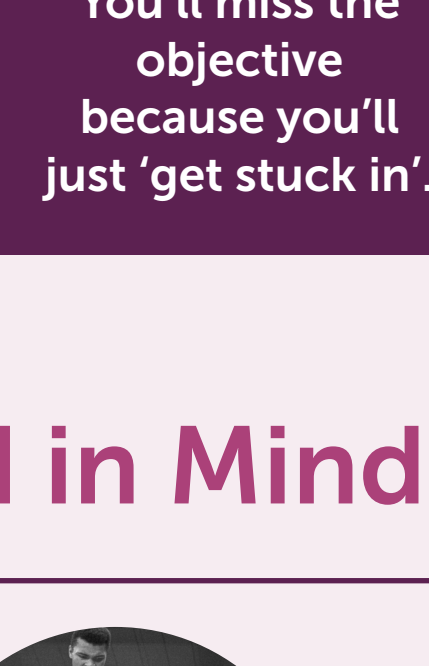
Most people that have a presentation start with powerpoint. This will make your presentation ineffective because:



**Powerpoint limits you to one format of presentation – Slides.**

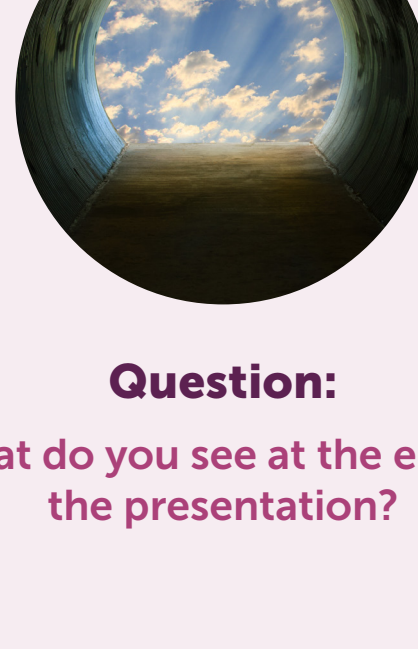


**Not one of history greatest speeches used slides!**



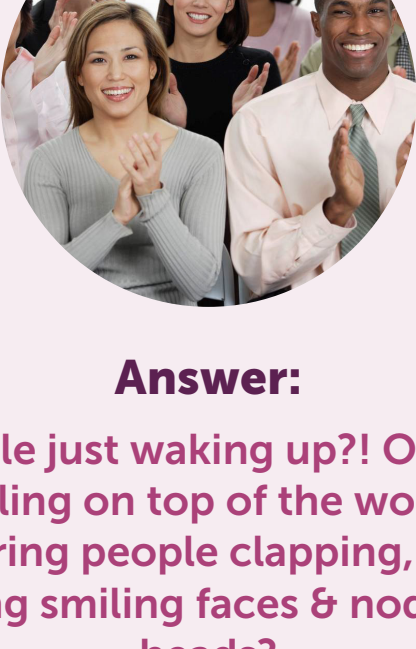
**You'll miss the objective because you'll just 'get stuck in'.**

## Step 1: Begin with the End in Mind



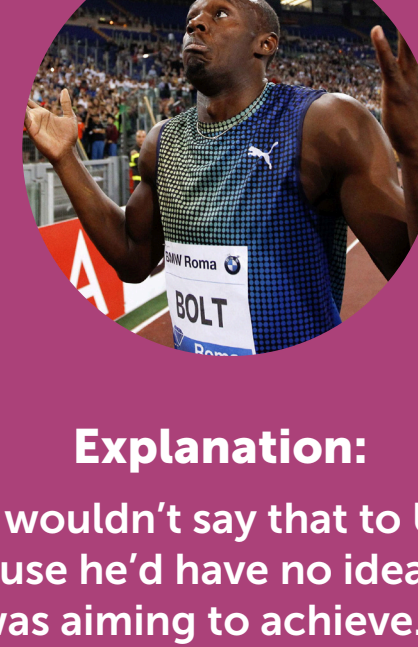
### Explanation:

The author of the 7 Habits of Effective People, Stephen R. Covey, told us to 'Begin with the End in Mind'.



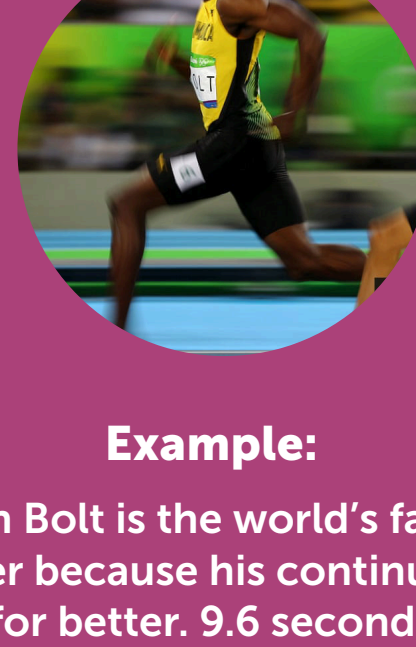
### Example:

Mohammad Ali trained thinking about his opponent on the floor of the boxing ring and Ali's hand held high by the ref.



### Question:

What do you see at the end of the presentation?



### Answer:

People just waking up?! Or you feeling on top of the world, hearing people clapping, and seeing smiling faces & nodding heads?

## Step 2:

### 'Could you run that pretty quick please mate?' – Speaking to Usain Bolt.



### Explanation:

You wouldn't say that to Usain Bolt because he'd have no idea what he was aiming to achieve. Your objective must be SMART.



### Example:

Usain Bolt is the world's fastest runner because he continued to aim for better. 9.6 seconds. 9.4 seconds. 20 miles per day training. 25 miles per day training.



### Question:

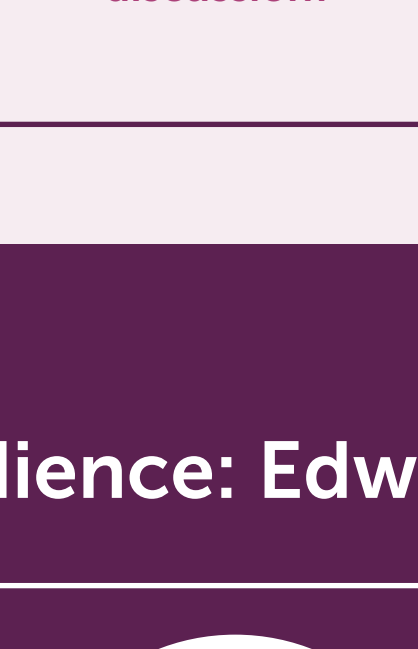
What are your 3 S.M.A.R.T. objectives for this presentation? (Don't know what S.M.A.R.T. is? Search 'Smart objectives MBM'.



### Answer:

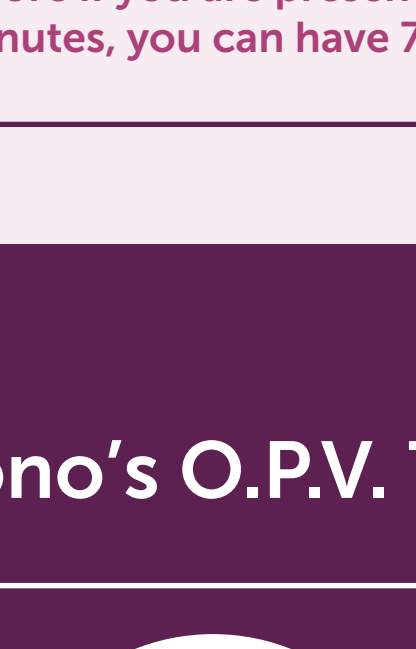
By the end of this presentation I will have agreement to sales of £100k.

## Step 3: How long do we have?



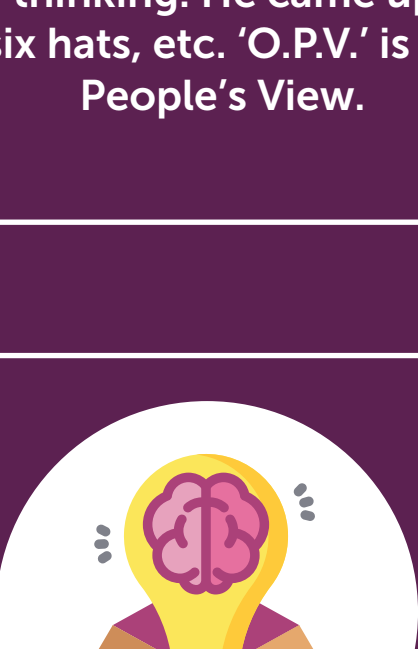
### Explanation:

Just because you have an hour, does not mean that your presentation should be an hour.



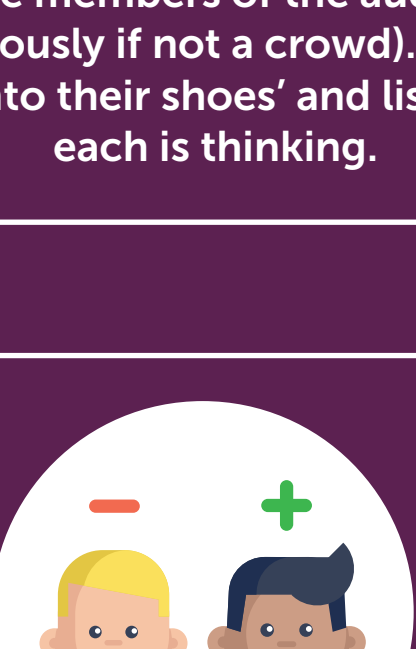
### Example:

If you want to pitch a range of products, the presentation could be 20-minutes and then the discussion 40 minutes.



### Question:

How much time will you give to start, end, presentation, and discussion?



### Answer:

If you are using slides allow for 3 minutes per slide, as a minimum. Therefore if you are presenting for 20-minutes, you can have 7 slides.

## Step 4: Audience: Edward De Bono's O.P.V. Tool



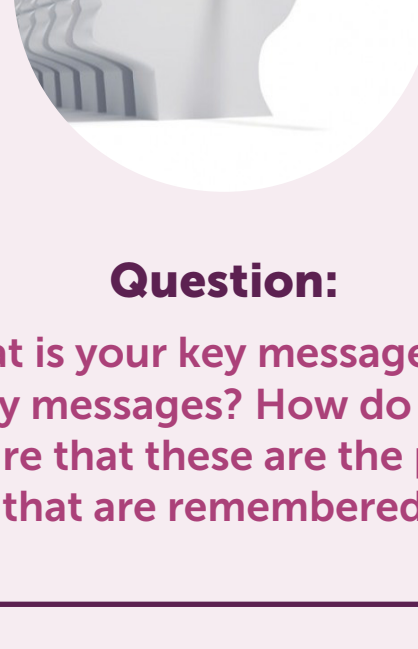
### Explanation:

Edward De Bono is famous for, well, thinking. He came up with the six hats, etc. 'O.P.V.' is Other People's View.



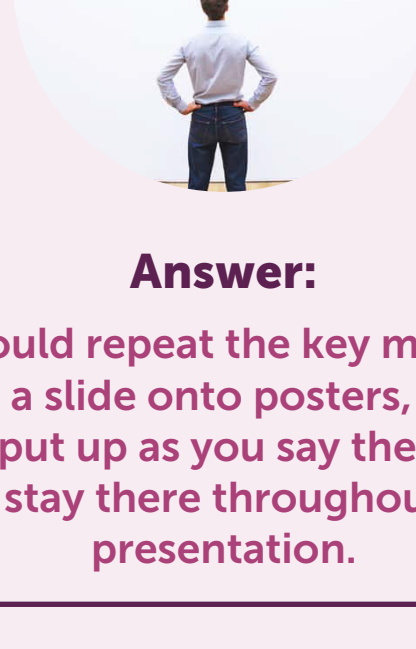
### Example:

This simple tool asks you to first list the members of the audience (Obviously if not a crowd). Then, 'get into their shoes' and list what each is thinking.



### Question:

What is each person thinking about this presentation? Are they looking forward to it? Is it an inconvenience? What are their expectations?



### Answer:

Maybe, Person A: 'I don't know this person.'. Person B: 'Last time he was awful'. Person C: 'I want a cheap deal'.

## Step 5:

### Winston Churchill's speech was remembered for 'We will fight them on the Beaches...' – Key messages...



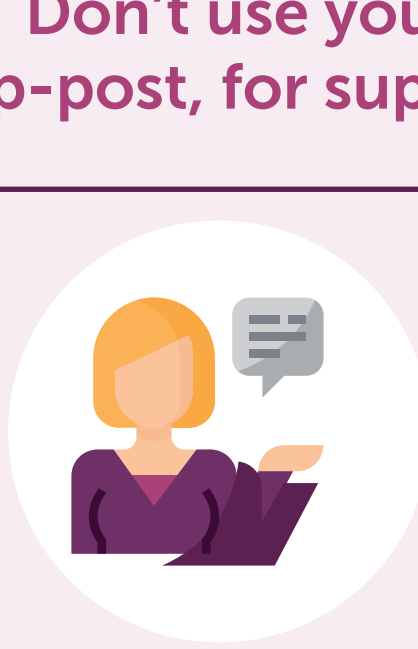
### Explanation:

Churchill's speech was 3,768 words. History remembers 7 words. You need to identify your key message. The key take-away that you want them to remember.



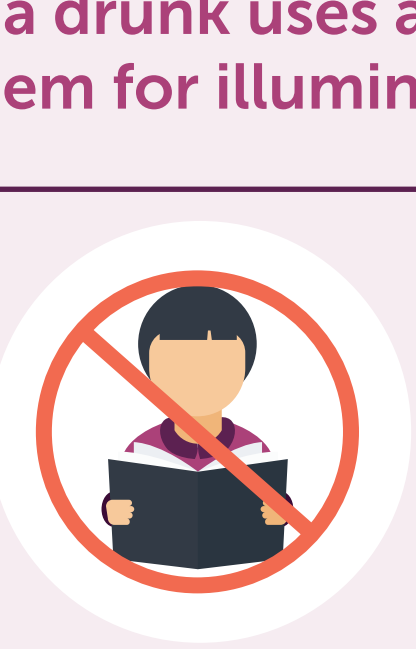
### Example:

Speeches are similar to presentations. You want people to change their behaviour as a result of your presentation. The last presentation you saw, what do you remember?



### Question:

What is your key message, or 3 key messages? How do you ensure that these are the pieces that are remembered?



### Answer:

You could repeat the key messages from a slide onto posters, which you put up as you say the. They then stay there throughout your presentation.

## Step 6:

### Do you remember when your Mum used your full name and in a way you knew you'd done something wrong?



### Explanation:

According to Mehrabian words account for 7%, tone of voice accounts for 38%, and body language accounts for 55% of the liking.



### Example:

Try saying someone's name in 3 different tones; Happy, angry, or sexy. The difference is huge.



### Question:

Imagine a post-it note on your head with one behavioural word on it, what would it be?



### Answer:

If you walked into the presentation with 'Worried' on your head, your words, tone and body language would reflect it. How about 'Confident' instead?

## Step 7:

### Don't use your slides like a drunk uses a lamp-post, for support. Use them for illumination



### Explanation:

The format we use should support our objectives. Not be the objective. The objective is not to present slides. The objective is to change their behaviour.



### Example:

We've all been there. He's reading the slides to us. Oh my god! And especially as we can read 7 times faster than he can speak. We are just waiting for him to catch-up...



### Question:

Which format will change their behaviour? Slides? An A3 sheet to discuss? Just images? Just having the product?



### Answer:

If you want them to buy, let them try the product. If you want them to go do something afterwards give them a business card of the key points to remind them.