

TEN STEPS FOR WINNING PRESENTATIONS

<p>1: Channel Your Nervousness</p> <ol style="list-style-type: none"> 1. Practice out loud. 2. Put yourself in a good mood. 3. Balance your life: food, rest, exercise, fun. 4. Create a group of supporters. 5. Really look at your audience. 6. Practice with the technology. 	<p>2: Define Your Objective</p> <ol style="list-style-type: none"> 1. Research your audience. 2. State your objective. 3. Use a format: <ul style="list-style-type: none"> ◆ General Format ◆ Benefit Selling ◆ Report Progress ◆ Strategy Recommendation ◆ Communicating Bad News ◆ Teaching Skills 	<p>3: Organize Everything</p> <ol style="list-style-type: none"> 1. Make your notes brief and readable. 2. Follow up on logistics. 3. Specialists: <ul style="list-style-type: none"> ◆ Cut the unnecessary "details." ◆ Review talk with someone not familiar with your subject. ◆ Take out "jargon" and buzz words, spell out acronyms. 	<p>4: Create and Use Visuals</p> <ol style="list-style-type: none"> 1. Select the visual media: electronic, overheads, slides, hard copy. 2. Vary the visuals. 3. Edit twice. 4. Practice using the equipment. 5. Have a back-up plan in case something is inoperable. 6. Talk to the audience, not the visual. 	<p>5: Energize Yourself</p> <ol style="list-style-type: none"> 1. Project your voice. 2. Use examples to keep your voice lively. 3. Make eye contact. 4. Change the pace. 5. Gesture to energize yourself. 6. Do a "real" rehearsal.
<p>6: Motivate Your Listeners</p> <ol style="list-style-type: none"> 1. Establish rapport with your audience. 2. Control the room temperature and set-up so everyone can see you and your visuals. 3. Dress the role. 4. Appeal to all senses: visual, auditory and kinesthetic. Use pictures, exercises, sounds, questions and examples. 	<p>7: Conclude With Conviction</p> <ol style="list-style-type: none"> 1. Keep a confident voice. 2. Have an energetic stance. 3. Plan concluding sentences and practice them <i>out loud</i>. 4. Vary your conclusion: <ul style="list-style-type: none"> ◆ Facts ◆ "Just imagine" scenario 5. Conserve your energy to speak to people after your talk. 	<p>8: Manage Questions</p> <ol style="list-style-type: none"> 1. Tell people <i>when</i> to ask questions: during the talk or at the end of the talk. 2. Talk to the whole audience when answering the question. 3. Ask, "Do you need more information now?" 4. Prepare your second conclusion for after the question period. 	<p>9: Recommend Next Steps</p> <ol style="list-style-type: none"> 1. Negotiate your recommendations. 2. Clarify people's roles and responsibilities regarding the next steps. 3. Control the discussion-learn how to mediate conflict between people. 4. Have colleagues present for support. 	<p>10: Take The Leap</p> <ol style="list-style-type: none"> 1. Be you! Use your unique talents. 2. Persevere! Don't take no as the final answer. 3. Personalize! Tailor your talk to the audience. 4. Find your passion! Be passionate in speaking about your subject. 5. Use your humor, when appropriate.