



ESSENCE RELATIONS

VALUE & VISIBILITY



The Art of Public Speaking and Presenting

1

Set your key message and get organized

Select your content and build your story

- One **theme or topic** should dominate your entire presentation.
- Make no more than **five main points**.
- Present only a **fraction** of what you know.
- Develop your **story** and your **identity**.

Structure

- **Introduction:** grab the audience's attention and establish your credibility.
- **Title:** have a great title to engage your audience.
- **Objective:** state your thesis.
- **Overview:** present your main points.
- **Body:** make your argument.
- **Summary:** summarize your five main points.
- **Questions:** answer questions from the audience.
- **Conclusion:** re-emphasize your main theme and invite the audience to contact you in the future.

Presenting content

- Present your content in 5- to 6-minute chunks or **episodes**.
- Make powerful and seamless **transitions** with strong leading **points**.
- **Support** your content by selecting useful facts and figures, narratives, definitions, pictures and humor.

2

Know your audience and plan your setup

Know your audience

- You're giving the speech for your **audience's benefit**. Know as much about your audience as possible and make everything in your presentation relevant for your listeners.
- What are the **demographics**?
- What **values, beliefs or attitudes** do they have?
- What's an appropriate **language** level?
- What does the audience **want or need**?
- Will the audience think that you are an **authority** on your subject?

Plan your setup

- Investigate the **room** and plan where you will **stand**.
- Set up **early, test** the audio/visual equipment (volume, lights, beamer) and know who to **contact** in case you have problems.
- Don't stand behind a **podium** or **lectern**.

Questions from the audience

- Plan how much **time** you'd like to spend on questions.
- Put the information you want people to ask about near the **end** of your presentation.
- Anticipate **what questions** the audience might ask.
- Clarify the question and **repeat** it.
- If you feel **unsure** about your answer, admit it and tell the questioner you will **follow up**. You don't need to know everything.

3

Believe in yourself and in your presentation

Be authentic

- **Believe** in your presentation. If you don't, no one else will.
- Know **why** you are presenting.
- Be an **expert** on your topic and love the content.
- True strength is the **courage** to admit weakness.

Common problems and solutions

- **Nervous?** Practice will give you confidence. Take a walk before your presentation. Try breathing and stretching.
- **Over the time limit?** Cut out material rather than talking faster. And plan beforehand what you'll cut if needed.
- **Audio/visual equipment breaks?** Bring a printed copy of your slides. Relax. Move on, take a short break to fix the problem or get help.
- **Rude or hostile questions?** Don't lose your temper. Avoid sarcasm or defensiveness. Take it in stride, try to be helpful in response.
- **Multiple presenters working together?** Know each other's strengths and weaknesses, listen and avoid contradicting one another.

4

Practice, practice, practice

Your delivery

- Most of what your audience hears is not your words, but your tone and your **body language**. No matter how good your information is, if you don't communicate well, you'll fail to engage with your audience.
- Use **vocal** and **breathing** techniques: vary the pitch of your voice, speak in a free and relaxed manner, breathe from the diaphragm, avoid uptalking (this implies a question).
- Show your **excitement** with your voice, your face, your hands, your posture and your movement.
- **Eye contact**: slowly move your gaze around the room, letting your eyes rest on different people for 2-3 seconds each, avoid staring down or at the visual aids too much.
- **Word selection**: use exciting words, avoid „uh“ and „um“ and address the audience as „you“ while avoiding „I“ (unless you are making a personal point).
- **Body language**: stand up with good posture, never underdress, move and gesture with purpose.
- **Pace yourself**: pause between main points, speak as if you are having a regular conversation.
- **Practice**: record your voice, videotape yourself, experiment.

Presentational aids

- Use **presentational aids** to simplify and clarify your speech.
- Have a **handout** ready that emphasizes your five main points and match it graphically to your presentation.
- **Slides**: stay simple, avoid text overload, use pictures.
- **Notes**: use notes if necessary (A5 or A6).



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“Authenticity inspires.
Say the things you
truly believe and be
ready to give.”

ESSENCE RELATIONS GmbH

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