

10-15 mins teaching, 5-10 mins Q&A (**NOTES ONLINE**)

Opening - People remember the presentations they enjoyed and not the ones they endured.

You put him to sleep, you wake him up!

HELEN

I got a call from Helen who told me she had to do a presentation but was too scared and had no confidence.

Scale of 0-10 = 8

Here is what we did...Fear is generally being generated by how you think it will go - content and objections:

Handle Objections Upfront you think the audience may have about you or content. What they thought of a young woman worried her most - SOLVED 80 x 50+ Year Olds

Be Yourself AA Breakdown

Be proud to be there in a position of authority or expert positioning - don't feel like someone being sent to the Gallows...

In motion attention grabbing start - From Seated or Standing and Hesitation Gap

Capture Imagination or Interest at start, and start with best stuff etc - Jan GP's at start - Mandarin Oriental, Sitara Ben Nevis

Most need to start with the end result then go through the process to get there.

Consider the outcome you want from the Presentation and ask yourself - **“Given that desired outcome what do I need to tell them in order for that to happen?”**

Tell Stories or “Worked Examples”

Use humour or entertaining stories if possible - but there is more to it than that....you need to....

Practice, Practice, Practice - not “I threw some slides together the night before”

Imagine it going well every time you think about it

Watch the soft words **“We are going to TRY to....”**

Finish in a way they will remember e.g. Quote or CTA

Recap - In Summary:

Practice, Practice, Practice and See it going well before Be Yourself

In motion Start to Capture Imagination at start

Handle Objections Upfront

Tell Stories

Start with best stuff

Finish in a way they will remember - could be a quote..