



Effective Presentation Skills Training Course

HANDBOOK



Name: _____



Effective Presentation Skills Participant
Handbook. 2022 Edition.

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Welcome to EPS

Through this course we will guide you how to:

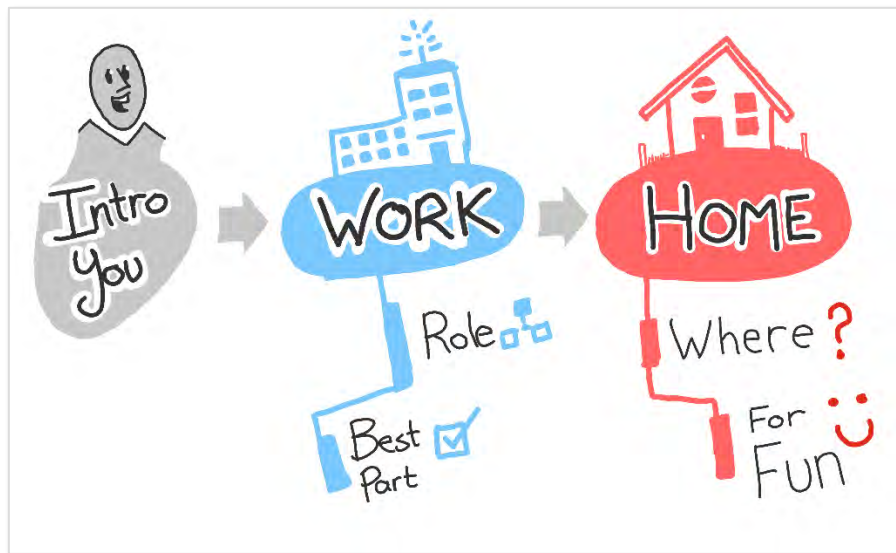
Organise your content well to form a presentation that fits your desired outcome

Design your slides so the audience follows the information and story that you share

Deliver your presentation so the audience engages with, and responds to, your messages

Intro Presentation

You will introduce yourself during the first session. Follow this journey map to help you:



Your Goals

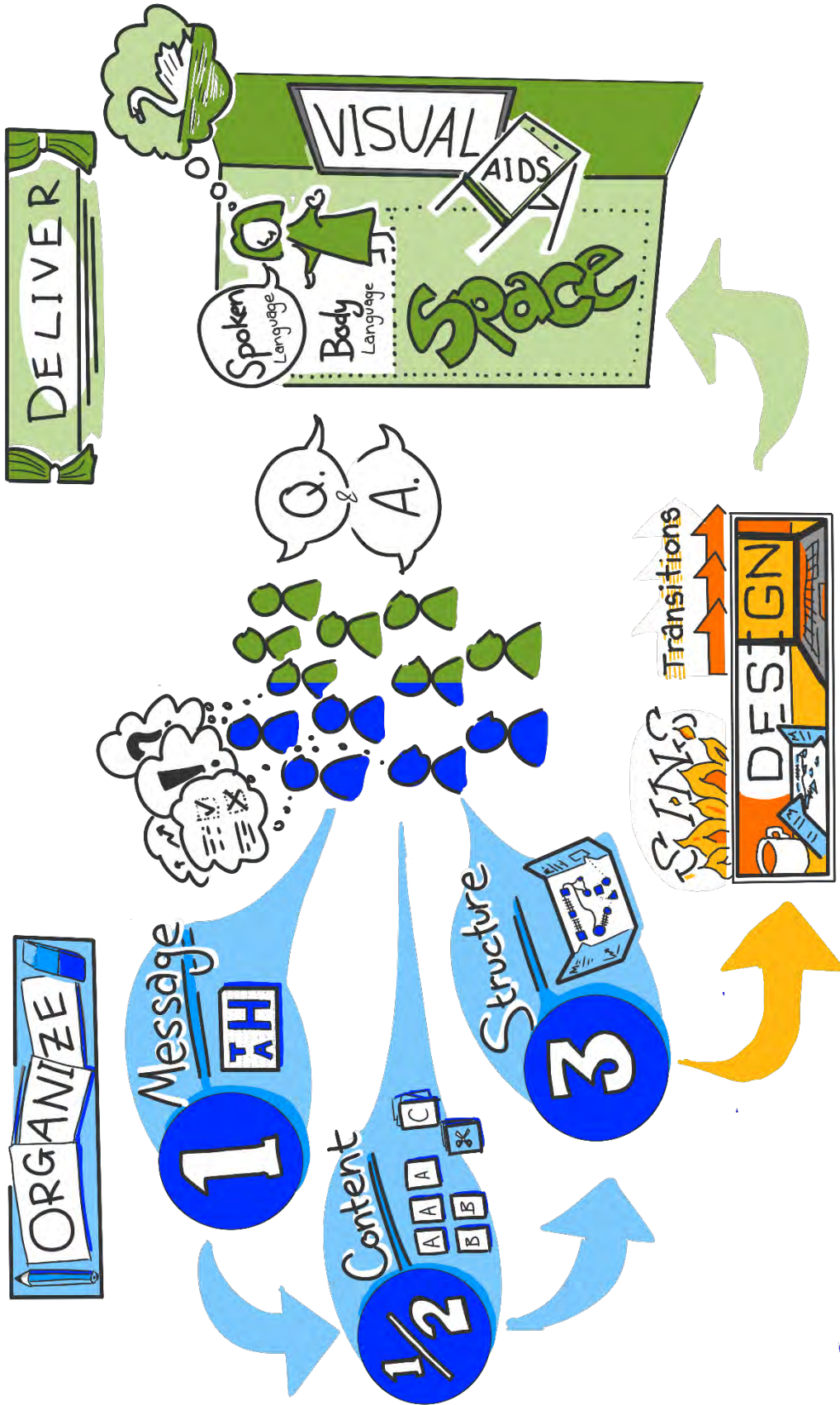
What do you want to most get out of the course? What are your personal objectives? 

1

2

3

EPS Map



ORGANIZE

We all need to work out what we are going to say before we say it.



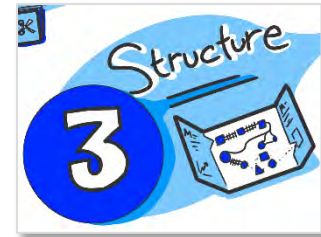
What you are here to say

Best summarized on a **single small card**.



What you will cover

Best worked with **many scraps of paper** / sticky notes.



The flow through your presentation


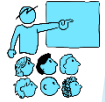

Best formed into a **single-page map**.



Message

This is what you are there to say in your presentation. This should be considered first, but is not a single thing. You want to consider three elements: what are you there to do, what you are asking of your audience, and what the information is that you will cover. This is best summarized in a "Backward H.A.T."

Form a Backward H.A.T.

	HEADLINE	What you are telling them	"Because..."
	ASK	What you need <u>them</u> to do	"So that..."
	TASK	What <u>you</u> are there to do	"I am here to..."



Content

Make choices – focus on what is most relevant to your audience and your messages.

❖ Tip COLLECT ON SCRAPS OF PAPER

Whether small cards or post-it notes, find a way to write down individually all the things you might want to include. If you think of something new that fits in with other ideas, you add the card into the place where you want it. If you find a better way to articulate an idea, you whip out the card and add in a new one.





Content for your presentation will vary significantly based on the business situation you are in. Below is an example list of potential pieces of content. Ideally you want a range – that is more than one type – without it being a chaotic mix of everything.

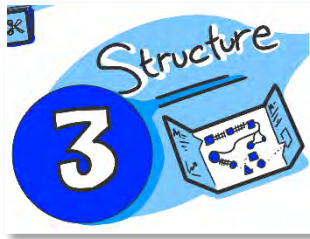
- | | | |
|---|---|---|
| <input type="checkbox"/> Agenda | <input type="checkbox"/> Data Chart | <input type="checkbox"/> Case Study |
| <input type="checkbox"/> Background | <input type="checkbox"/> Visuals (e.g. pack shot) | <input type="checkbox"/> Stakeholder Thoughts |
| <input type="checkbox"/> Objective (Task) | <input type="checkbox"/> Financials | <input type="checkbox"/> Recommendation |
| <input type="checkbox"/> Data Points | <input type="checkbox"/> Research | <input type="checkbox"/> Questions |
| <input type="checkbox"/> Process Steps | <input type="checkbox"/> Expert Quote | <input type="checkbox"/> Next Steps |

❖ Tip EDIT: HALVE YOUR CONTENT

As a starting rule, work hard to choose to cut or hide half of your content. Consider your prepared message (Backward H.A.T.) and your audience.

This releases time for: set-up and close-out, your message to come through more clearly, and space for questions and discussion.

			
<----- Relevant ----->		<----- Related ----->	
Directly relevant to your Backward H.A.T.	Relevant to your audience	Directly related content	Indirectly related content
Definitely include	Probably include	Probably cut/hide	Cut/hide
Content that will clarify to the audience the TASK for the session.	Connecting content that the audience will find interesting.	Content that some in the audience may find interesting.	Information that the audience already knows.
Content that will encourage the audience to respond well to your primary ASK.	Connecting content that the audience will see as important to them.	Content that will make your presentation feel complete.	Details of analysis.
Content that supports your HEADLINE.		Clarifying information.	
		Content that may come up with questions.	



Structure

Craft your presentation into three clear sections – an opening set-up, a middle journey, and a short close-out conclusion. Your audience yearns for this clear sense of form and flow.

Tell them what you are going to tell them	Tell them	Tell them what you told them
SET-UP >>>	>>> Middle JOURNEY >>>	>>> CLOSE-OUT
Introduce your topic	Body of presentation	Final thoughts

SET-UP

Before you get into your main content, invest time in setting-up your presentation. Plan a beginning section. Sometimes your set-up is only a brief reminder of why we are here, and sometimes over a third of the presentation is taken to comprehensively set the scene. In all situations it is a vital part of your total structure.

All the elements below are worth considering.

GRABBER Start in a way that grabs their attention. Perhaps: a quote, a piece of news, a stat, a surprise, a promise, or a challenge.

INTRODUCE yourself Tell them who you are. This may be a brief biography, or it may just be your name.

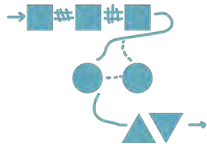
Set CREDIBILITY Why are you the one making this presentation? What expertise and experience do you bring, or who has asked you to speak?

Set the CONTEXT What is the background and scope of your presentation?

State your MESSAGE Be clear on what your main message is. Use your prepared "Backward H.A.T.":

- "I am here to..." [TASK]
- "So that..." [ASK]
- "Because..." [HEADLINE]

Set the AGENDA Explain the main chapters of your presentation. Make a commitment on time. It can also be good to clarify here how you want to handle questions or and whether you welcome interruptions.

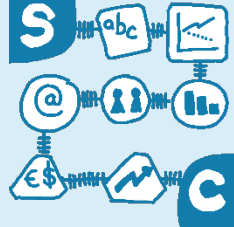


JOURNEY: How you will travel

Make a conscious choice on how much flexibility you need through your presentation, and then draw the right map.



Train Track
Set plan

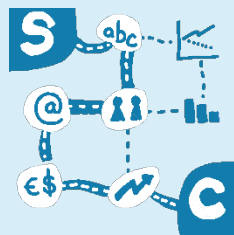


You have a set plan to follow. You may choose to spend shorter or longer at each station, but the sequence is pre-set.

- Use strong lines for the route and specify main stations, so the sequence is clear.
- Add your own train timetable (station arrival times) – so you get to your final destination on time.



Road Journey
Some flexibility

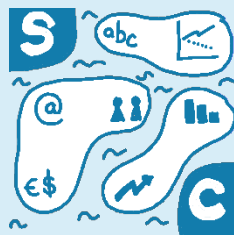


You have a plan but want some flexibility. You may choose a direct route, or a longer more scenic one.

- Create a sense of regions/groupings.
- Highlight short-cuts and optional side-tracks.
- Add points of interest.



Open Water
Fully flexible



You have areas to explore but are fully flexible in terms of sequence and where you spend your time.

- Make each island of content feel distinct.
- Perhaps add a likely route, but know you will be flexible.
- Define your final port to summarize messages.

Once you have chosen your type of journey, get visual. Draw lots of diagrams and sketches.

CLOSE-OUT

SUMMARIZE key points What are the main points you want them to remember.

Check for QUESTIONS Anything that is unclear or needs expanding on?

NEXT STEPS What happens next. Remember to include what they should do (your ASK).

Restate your MESSAGE End with the most important thing – your message.



Often the content we need to share is complicated or layered. Good visuals enable an audience to follow more easily your ideas by seeing them in front of them. However, bad design of slides only adds to the confusion.



Terrible habits to be avoided

- ❖ Over reliance on a **Safety Ring**: slides are for the audience, not for you.
- ❖ Messy, cramped, **Crowded**: have plenty of space between elements and a clear path through the slide.
- ❖ Dull, dull, dull, dull, **DULL!**: it is the differences that help us see your story.



Remember to add the connecting slides

- ❖ **Share a Map**: show an agenda with a destination and a pathway there.
- ❖ **Bridges**: highlight when you move into each a new section or chapter.

Fix These Slides

Make a quick sketch of a new version for each one.

The Marketing plan for the launch of Beardy (first 3 months)

- There will be a consistent overall marketing message through all media key strapline being 'Beardy Conditions & Thickens
- This has been aligned through to the Vice President.
- Beardy will launch in the US first with a Marketing budget of \$10MM for the first 3 months of launch:-

Television- 50% of budget


- Beardy will launch with a 30 second commercial – that will be shown in the advert breaks of TV Programmes with a heavy male bias
- Will become the sponsor for televised Baseball!
- Beard will have a Baseball brand ambassador none other than Redsocks Star 'Bobby Bravel'!

Online – 40% of budget

- Beardy.com will launch with a campaign to receive a weeks supply of beardy if you register your details.
- Beardy will also have a male grooming you tube channel. Will be supported by 'you tube influencers'
- Will be a big launch on Amazon with 25% saving for subscribe and save!
- Money will be invested in Facebook/ twitter marketing of Male demographic profile to spread the word.

Print – 10% budget

- Beardy will be advertised in Mens Magazines including 'Mens Health' and in Daily Newspapers.



NATIONAL SALES PROJECTIONS


YR 1 - Projection of 69M with 36% delivered in Quarter 1 and Amazon forecast to be biggest customer

	Distribution #	Distribution Depth	Shelf Space	Q1 (Pipeline)	Q2 Orders	Q3 Orders	Q4 Orders	TOTAL
Walmart	10	95%	30%	4,680	2,350	2,570	2,720	12470
Amazon	10	100%	NA	8,829	3,470	3,610	4,010	19919
Target	6	95%	42%	3,423	1870	6,244	671	11208
Kroger	5	95%	30%	2,800	825	2,520	2,950	9095
Walgreens	4	60%	20%	1,688	694	2,581	1,256	6189
Other	-	-	-	3,456	1,045	1,999	3,903	10403
TOTAL	-	-	-	24816	9434	19524	15510	69284
% TOTAL				36%	14%	28%	22%	100%

"Distribution Depth" is calculated as a weighted average across the total store estate of stocked SKUs.
 "Shelf Space" is calculated as a weighted average across the total store estate of space share of the Male Grooming Hair section.

	No. Skus	RRP	Margin
125ml	6	\$ 4.98	55%
300ml	4	\$ 9.98	52%
Combined*	10	-	53%

* Estimation based on a 25% of sales coming from 300ml variant.





Slide Sins

Avoid bad practices in slide design. A little time invested to designing effective slides can transform your presentation.

❖ Tip

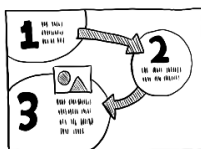


NOT! Your Script

Have notes, but these are just for you, on a piece of paper. What you share on the screen should be designed to help your audience understand the information that you are sharing.

Maybe form the full and complete slide deck which you can align with stakeholders and send afterwards as a record of your presentation. But create a second cut-down and visual version that you present from.

❖ Tip



Space For A Clear Path

We can feel that the best way to simplify our information into only a few slides is to pack every slide. This is false simplicity.

Create space in your slides, especially to help show where content elements start and finish. Then add visual cues (arrows) and signposts (numbers) to show the correct path through the slide.

❖ Tip



Check The Storyboard

You want the slides to look visually discrete – i.e. that you can discern from a distance between different slides. The easiest way to check if more variety is needed is to switch to “slide sorter” view in Power Point and then go to a small zoom. If slides look too repetitive and similar, find ways to make them look more varied. This can be through colour, images, slide layout, and more.



Deck Transitions

It is easy to forget that the audience does not know your presentation plan – where you will start and the steps you will take towards a close. If you share this with your audience they can focus on the information that you are sharing (rather than struggling to calculate where you are in your flow).

❖ Tip



Share Map

This can be a simple agenda, showing the topics that you will cover, and ideally where you will end up. A great way to go is to take your Journey Map from ORGANIZE and turn this into a visual map of your presentation. Then come back to this map regularly through your deck.

❖ Tip



Form Bridges

Create slides that define a transition from one section to another. This helps the audience be clear on where they are and gives them a sense of progression. It also helps them mentally shift from the topic you were on into the one you are now covering.

DELIVER

Once you have organized your ideas well enough to continue, it is time to consider the delivery of your presentation. How you will speak, show, and stage your ideas.



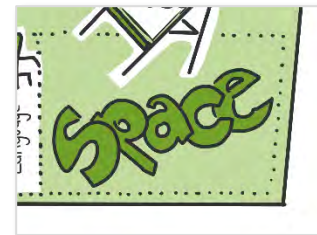
What you say through words, tone and body language

- **Spoken Language:** the style of words and tone.
- **Body Language:** remove the distracting and add clarity and emphasis.



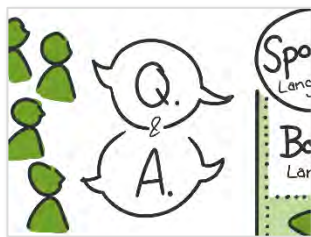
Extra tools to help you and the audience

- **More than just Slides:** pros and cons of a fuller set of tools.
- **Touch, Turn, Talk:** guide your audience's attention.



How you use and move around the room you are in

- **Own It:** the space that you present in is as important to your success as the slides that you share.



How to encourage questions and respond appropriately

- **Tricky Scenarios:** and how to easily handle them.
- **Interact early and often:** great benefits in involving your audience.



Ready yourself for the performance

- **Practice:** Read-through, floor, tech, dress.
- **Warm-Up:** body and voice.



LANGUAGE

Spoken and Unspoken

We speak to our audience through our words, through our voice, and through our body.

Spoken Language

Tip

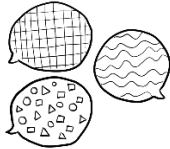


Verbal Punctuation

We are taught to write with particular punctuation: commas, full-stops (periods), paragraphs, sub-titles, titles, page breaks, and more.

We take the same principles and apply them to verbal presentations. Pause between sub-sections. Give short titles to set-up what you are talking about. Put in large breaks (maybe with a change of where you stand) to mark the start of a new section or chapter.

Tip



Own Your Language

Make a conscious choice on the style of language you will aim for in your presentation. What is the right level of technical language? What is the right level between formality and informality? How passionate about your message will feel appropriate? These choices will greatly affect how your audience responds – so they must be at the heart of your language decisions.

For Example

Presentation for Senior Leaders reviewing your progress on your project

You may choose to keep your language:

- ☛ Formal: respect the seniority in the room
- ☛ Simple: they are not technicians on the project
- ☛ Passionate: I want them to see I care about the project

Financial review of present budget position to finance contact

You may choose to keep your language:

- ☛ Informal: reflecting peer-to-peer collaboration
- ☛ Technical: they understand the technical language and need specific details
- ☛ Calm: to project control and confidence

External Conference, sharing company best practice

You may choose to keep your language:

- ☛ Informal: you want the company to come across as human and approachable
- ☛ Simple: you want to be understood by a broad audience (and not share sensitive or internal details)
- ☛ Passionate: enthused in what we are doing

BODY LANGUAGE

We all know it is often as much “how you say something” as “what you say”. To what extent this is true will vary on the scenario, but it is true that the audience is responding to more than just the words you say.

Good Practice >>>



Tip

Eye Contact

The easiest way to connect with the audience is to look at them directly.

You don't need to stare; aim to let your gaze pass around the audience.



Neutral Base

Nervous ticks will distract the audience – so remove them.

Bring yourself regularly back to the **neutral position**: arms relaxed at your side, standing/sitting upright.



Natural Hand Gestures

From this neutral base you let your body express naturally through your gestures.

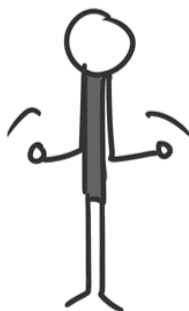
Gestures are great to: **demonstrate** your content (“the business is growing”), and **emphasise** your content (“we must change plans”)



We won't get everything right, so don't fixate on avoiding all issues. Help yourself by building your awareness of bad habits. Here are five characters we see regularly in business presentations – if you become one of these, calmly return back to your neutral position.

'The Penguin'

Elbows locked to your sides as arms flap



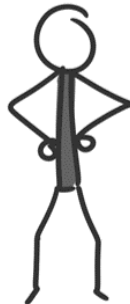
'The Fig-leaf'

Hands held front, but a bit too low



'Superhero'

Think “man-spreading” – taking up too much space



'Pockets'

Hands hidden in pockets.



'Fidgeter'

Constant chaotic & repetitive movements





VISUAL AIDS

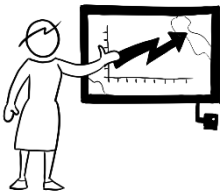
You can create a very effective presentation using just your voice. Often, however, you should choose to add at least one visual tool.



Tip

Life Beyond Slideshare

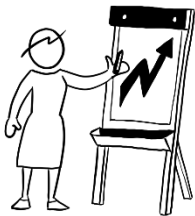
Power Point and Keynote are great. Use them. BUT, remember there are plenty of other options, and variety is a good thing.



When Power Point first appeared, it brought excitement and wonder. Now it is the automatic, and thus often mundane, tool of choice. In an attempt to enliven the experience people are tempted to add ever more hi-res pictures and animated slides – much of which merely detracts from the presenter and their message.

Be brave, stand out, use a variety of visual aids.

Other Options



The **flipchart** is a versatile device for small and medium-sized groups (for larger groups the visibility of your writing is likely to prove problematic). As well as being adequate for a lot of prepared information, they are useful for recording data generated in discussions.

The basics here are to work out where you place the flipchart and yourself to make sure people can see what you have created. Practice on a tablet or blank piece of paper on what you are likely to write and draw.

A great additional tip is to use a pencil to mark on your flip chart your key words, or maybe the picture you want to draw. You can read them, but your audience can't, so you can create lengthy presentation seemingly with no notes. Just remember to bring your own set of flipchart pens that you know will work.

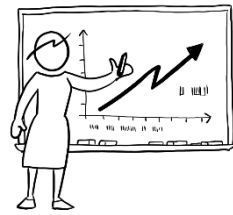
In smaller presentations the table can be a great place for visuals. **Printed slides or handouts** can be placed on the table, left to highlight a key idea, or set-out as a map of an important process or model.



One of the best small presentations I have ever seen was a marketing presentation to Asda, where Matt Parry used **picture boards** and a small table easel to flip through a year of exciting co-marketing plans. The physicality made the recommendations feel more real, and certainly formed a new feel to the presentation.

This technique takes a little extra 'arts and crafts' to make, but the result has a satisfying tangibility. It also forces you to choose a few vital charts and images, so you avoid the usual torrent of slide after slide.

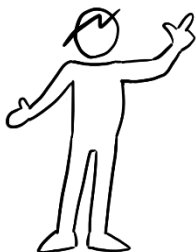
Whiteboards (or even the old blackboard) have an immediacy which can be overlooked. I sat, recently, to watch Richard Feynman's famous 1964 series of lectures on 'The Character of Physical Law', where he has us enthralled with no more than himself and two blackboards. He is often explaining concepts I barely understand, but as he draws and writes, this time helps me internalise and understand.



I also recall running a 2-day training in an ideation venue in Cincinnati. One wall was a large blackboard. Using this 'wall of possibility', we slowly formed the whole content of the course across the wall over the 2-days. Everything clear, interconnected, and there for reference.

Or **embrace technology** in a different way - turning a tablet (e.g. iPad Pro or Surface Pro) into a virtual overhead projector. Pre-prepare some elements, and then draw the words and images up as you go along. Rather than preparing a Power Point deck, put some notes up into Microsoft OneNote, and run the presentation from there.

Pick from the physical world and bring in **props**. Real items that come with a full 3 dimensions. The late (and great) Hans Rosling would often use props (sometimes Ikea Boxes - he was Swedish) to represent numbers (e.g. 1 box = 1 billion people). Props can also be great for reinforcing a single theme of idea. If you are recommending a new budget be formed for a key innovation project, bring your jar of small change from home, and a small empty jam jar, and take out coins to add to the smaller jar.

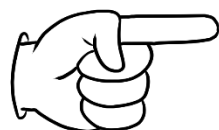


Whatever your presentation, remember the most important piece of equipment is **yourself**. The best way you can serve your audience is to arrive in good condition, properly prepared, knowing what you want to say and confident in your ability to respond to the circumstances.

❖ Tip

Touch, Turn, Talk

We know we should not talk to our slides, so learn this three-step process:



1. **Touch** or point to where you want the audience to look on your visual aid



2. **Turn** to face your audience



3. Then **talk**.



SPACE

How will you use the room that you will present in?

Where you present will greatly affect the way you will present, and how the audience will watch and listen.

For example, as the size of the room (and audience) grows you will want to adapt how you deliver the presentation. Below are some classic scenarios and things to think about.

Own Your Space

❖ Tip



Define It

Every presentation scenario has a space worth considering. Look further down for some examples. What is the space? Where are its boundaries? How do you get to and from it? Where do you want the visual aids positioned in relation to you and the audience?

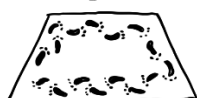
❖ Tip



Clean It

If possible remove any distracting elements not to do with your presentation. For example flip chart notes from a previous speaker.

❖ Tip



Walk It

Get a sense of the space, up to the edges. Get comfortable in how the audience will look from different positions (and consider audience sightlines). Then maybe set locations in space for different sections (e.g. opening centre-stage, section 1 front-left, section 2 front-right, etc.).

Sometimes the space that you will present in is obvious and defined (e.g. a stage), but often it isn't so clear. Here are some things to consider in different scenarios.



Small Meeting Room

- ❖ Just because the room is small, still think about sightlines (can all the audience see you and your slides?). Can you get to and from the screen easily to "touch, turn, talk"?
- ❖ Maybe set seating so they are all looking at you rather than simply straight at the slides.
- ❖ Consider how you use the table: lay out a few key charts, or leave your main summary on a handout, or lay out the complete process in cards.



Boardroom

- ❖ You can stand, even if no other presenters have. It can give you "stage presence" and confidence. And help your voice be stronger.
- ❖ If you can, arrange the room to make sure everyone can see you and your slides clearly while still feeling comfortable.
- ❖ Briefly consider lighting – will they be able to see you clearly, and can they see any visuals/slides. Will you want to raise and lower lighting at all – and can you?



Medium Theatre-style Layout

- ❖ Get a friend at the back of the room to smile and check you are heard all the way to the back.
- ❖ Beware the temptation to script and read. An audience would rather you spoke off-script with the occasional mistake than watch you stand and read.
- ❖ Define areas of the stage as where you stand for different chapters or steps. This will help you remember your content and show the audience your progression. Then return to each space as you summarise at the end.



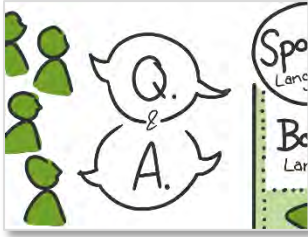
Larger Auditorium

- ❖ Befriend whoever is managing the technology. Talk through all aspects of your presentation media. Ask them
 - How will microphones be managed?
 - Will I control slides or will you?
 - Any part of the stage not lit?
 - Where do I step onto and off the stage?
 - Will houselights be raised or lowered? i.e. will you be able to see your audience?
- ❖ Ensure you get a practice run on the stage itself, preferably under the real lights.
- ❖ Work out where you will sit before the presentation, and where you go afterwards.
- ❖ Definitely walk the total stage area that you plan to use.
- ❖ Practice moving your attention around the audience evenly.



Virtual Meeting Room

- ❖ There is still a 'space' to consider. You have the area seen in your webcam – you can move around this space.
- ❖ Also, the slides become an important 'space' to move around.



HANDLING QUESTIONS

Any presentation has moments where the audience wants to get involved. How do we learn the skills to adapt and respond to questions and other interjections?



Tip

Get Them Involved Early

The quicker you get the audience responding to you in some way, the quicker you will relax and engage them. Whether they ask you a question, or you ask them a question, you will feel better for doing it.

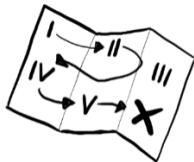
Specific Tips



Tip

Mark Your Place

If you get questions, especially if you had not planned for them at this moment, mark on your notes where you are in your flow (journey). This makes it really easy to focus on managing the questions knowing you can easily return to your prepared presentation.



Tip

Crowdsource

There are some questions that you need to answer to the best of your knowledge. There are plenty where you can open out to the audience. Even if it is just to give you some time to form your own answer.



Tip

Park It

Many questions can wait – you can write them down (flip charts are great for this) and commit to get back to them later. Be clear when ‘later’ will be, e.g.: at the end, after the presentation, in a follow-up email.



A final thought: **You are allowed not to remember.** You are here to share your key ideas and messages – you may in the moment forget the answer to a question they would normally expect you to know. The audience understands you are under pressure when you present (they have been there many times). Simply explain that you cannot remember, and if needed promise to get back to them.



READY YOURSELF

A presentation is a performance. You should make sure that you are ready for it. Even a small everyday presentation normally involves a slight rise in your heartbeat. And the most important presentations, ones which are crucial to the success of your fiscal year, normally come with significant nerves.

This means you must practice smartly and get yourself mentally and physically ready.

PRACTICE

Practice is a process rather than a single activity. Your exact set of steps will depend on the importance and complexity of your presentation, but here is a guiding sequence.

<p>1</p>	<p>2</p>	<p>3</p>	<p>4</p>
<p>TALK</p> <p>Practice Your Words</p> <p>Do: Say elements out loud, even if just to your pet dog.</p> <p>Don't: Just create slides.</p> <p>Rehearse what you will say (words) and how you will say it (delivery).</p> <p>Practice different speeds and styles.</p> <p>Consider ways you will answer different questions.</p> <p>Perhaps create a script.</p>	<p>WALK</p> <p>Practice with Slides+Movement</p> <p>Do: Create a space of similar proportions to reality to work in.</p> <p>Don't: Just sit – get up and move!</p> <p>Work out how you will use the space you will be in.</p> <p>Walk through all of your presentation.</p> <p>This will help you connect content with where you are standing (which will help your remember your content).</p>	<p>TECH</p> <p>Run Everything Technically</p> <p>Do: Rehearse <u>all technical</u> elements, however small.</p> <p>Don't: plan to rehearse everything you say.</p> <p>Check tech: power, wi-fi connection, screen connection.</p> <p>Check lighting: how you change if needed.</p> <p>Check sight-lines: will the audience see you and your visuals?</p> <p>Plan entrances, exits, and handover.</p>	<p>DRESS</p> <p>Full “Dress” Rehearsal</p> <p>Do: Deliver it all as close to final reality as you can.</p> <p>Don't: Stop. Fix things afterwards.</p> <p>Invite someone to act as a ‘guinea pig’ audience. Get feedback from them afterwards.</p> <p>Repeat (if possible).</p>
<p>At least a week beforehand</p>	<p>2 days beforehand</p>	<p>Day before AND final checks on the day</p>	<p>Day beforehand</p>

WARM-UP

Many professionals warm-up before doing what they do best: athletes, actors, singers, musicians, public speakers. They do so to avoid injury and be at their best from the outset.



Tip

First Warm-Up

To have charisma we need to have a certain level of self-control right from the outset. We want things warm and ready to go:

- Body – breathing and posture under control.
- Voice – a well-supported tone.

These are principles and processes to make sure you are warmed up and ready to go for your big (or small) presentation.



Breath

Your lungs power your voice – you want your body set for deep breathing, to give you all the gas you need to speak with confidence. The extra oxygen will also help you think clearly.

Exercise ideas: **Counted deep breathing; Yawning; (pretend to) Blow-up a balloon, Breath Into Back.**



Posture

Give yourself stature (and avoid distracting nervous ‘dancing’) by getting your body grounded.

Exercise ideas: **Stretch your calf muscles; Rocking front-to-back and side-to-side; Back-Stack; Gentle jumps.**



Move

Warm-up the key muscles that you will use most often. For natural hand gestures: shoulders, arms, wrists, fingers. For natural movement: legs, ankles, toes. For eye-contact: your eyes and neck.

Exercise ideas: **Shoulder Rolls; (Pretend) Swimming; Eye-Rolls; Neck stretches.**



Final Release

Remove final tension through faster and more explosive actions. Flick tightness away.

Exercise ideas: **Hand & Feet waves; Playful Kickbox.**




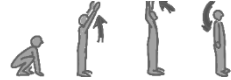














Voice

The voice is also a range of different muscles. The “AIR” exercises get you breathing. You want to add exercises to warm up your voice-box, your tongue, and your jaw.

Exercise Ideas: **Hum & vary volume; “Aah” & vary pitch; perfect your tongue-twisters; (pretend to) chew gum.**

Descriptions of some good Warm-Ups

 AIR Breathing	Counted Deep Breathing	Breath-in slowly through your nose as you count to 5; hold for 5; breath-out through your mouth for 5. Repeat.	
	Blow-up A Balloon	Pretend to blow-up a balloon, i.e. long powerful puffs out through a small aperture.	
	Make-like-a-Frog	Crouch down (like a frog) then breath-in deeply as you stand and stretch your arms over your shoulders.	
 EARTH Posture	Rock-a-Bye	Stand with your feet shoulder-width apart. Then lean forward & back (then left & right) exploring your balance.	
	Gentle Jumps	Make a few very gentle jumps. As you land cat-like you will automatically centre yourself.	
	Balloon Support	Imagine a balloon attached by thread to the top of your head – feel it gently pulling you upwards and straightening your stance.	
 WATER Stretching	Walk	Go for a walk – around in circles in the room, or around a local park.	
	Pretend Swimming	As you walk around do arm movements for Crawl, Breast-Stroke, and even Back-Stroke.	
	Infinity Eye-Rolls	Keep your head completely still but follow with your eyes a large infinity-sweep with your thumbs.	
 FIRE Release	Hand Waves	Wave and shake your hands. Repeat for your feet.	
	Playful Kickbox	Just do it. A few playful punches and kicks to release tension.	
 VOICE	"Hmmm" + vary volume	Take a relaxed deep-breath and make a hum sound – then gently stretch the volume up & down.	
	"Ahhh" + vary pitch	Take a relaxed deep breath and make an open "Ahh" sound on any note – then gently stretch the pitch up & down.	
	Tongue Twisters	Pick a favourite tongue-twister or two. Over pronounce consonants as you speak them at increasing speed.	
	Chew Gum	Pretend to chew gum (or actually chew gum) to stretch jaw and tongue muscles.	

TAKE THIS FORWARD

When you go back to work, what are three things that YOU will do differently in your presentations?



1.

2.

3.



Bibliography

Presentation Zen – *Garr Reynolds*

A classic good all-round guide to presenting well. He has also written other more specific books on presenting. All are worth a read.

Slide-ology – *Nancy Duarte*

Duarte is a design company in the USA – here Nancy shares some of their experience as it relates to slide design. Very accessible and full of examples. Great if you want to create better slides.

Made To Stick – *Chip & Dan Heath*

Very accessible as it is full of stories and anecdotes. A really strong review of what makes an idea memorable.

Lead With A Story – *Paul Smith*

An ex-P&G Director who left to focus on writing excellent books on storytelling and leadership. Paul explores different leadership situations and shares real stories as inspiration.

Presentation Sensation – *Conradi & Hall*

A selection of interviews with real business people making presentations in many different situations and scenarios.

PERSONAL NOTES

This is space for personal notes and scribbles:



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