

Presentations

Do's

and

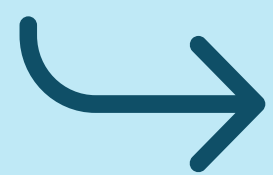
Don'ts



The Importance of Presentations Skills

Unfortunately, so many influential, bright-minded presenters with deep expertise in their fields lose their audiences due to inadequate presentation skills.

Presentation is also about respect for the people in the audience. We can't waste their time. Both event organizers and presenters must do everything possible to add value to the audience.



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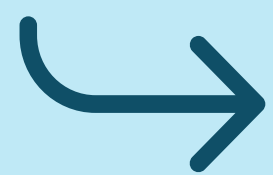
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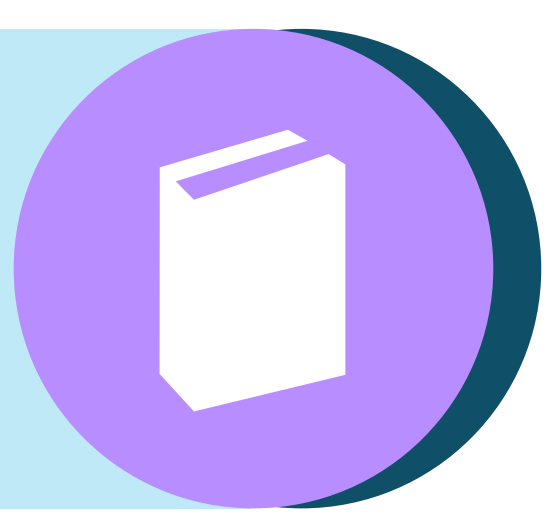
Focus on the key message.

Think carefully before the event: what does this audience want to hear? Hint: they are not interested in hearing how great you or your company are. They want to learn new things that can make them more successful.



Plan the structure.

Consider both the logical and emotional implications of your structure. Also, consider the emotional effect you want to achieve in each part of your presentation.



Use storytelling and your passion.

Find a story about people (yourself and others) that illustrates your message and tell it with your passion. Storytelling always beats lectures!



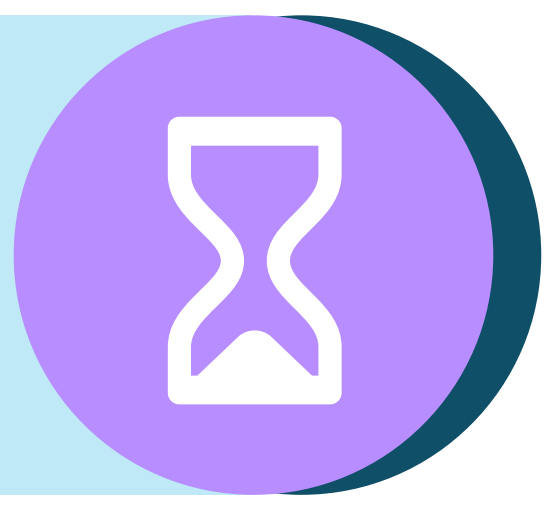
Keep a conversational tone.

Feel like you communicate your message to individuals rather than a large alien audience. This will not only ease you up but also help the audience connect to you.



Remember the takeaway.

What is the one thing you'd wish the audience to take away from your speech as they leave the room or the auditorium? Define it in a single phrase or sentence using straightforward, accessible language, and present it at the end of your presentation.



Time your speech.

It's important to plan the approximate time your speech should take beforehand and set a timer during rehearsals. If your presentation lasts longer than expected, leave the inessential parts out.



Do your rehearsals.

Practice your speech as many times as necessary to build confidence. You should know precisely what you must cover at every point.

Don'ts



Don't read.

Perhaps, the worst thing you can do during a presentation is to read your script.

The solution? It's relatively simple: rehearse, rehearse, rehearse.



Don't rely on slides.

A slide is a mere extension that makes your speech more engaging or credible. Remember that your audience needs to learn from you, the speaker, not your slide.



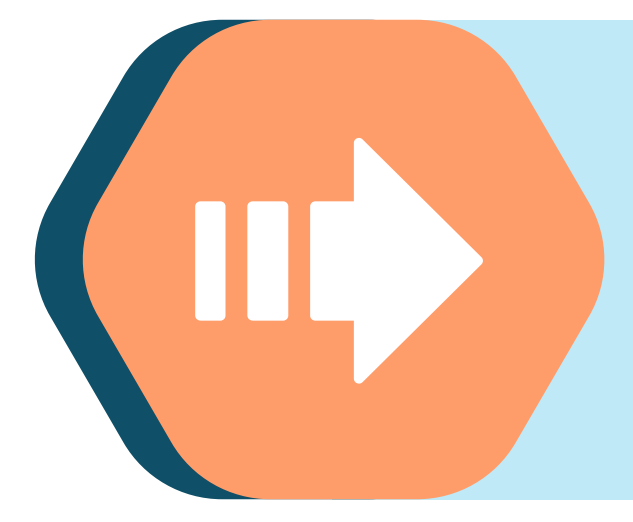
Don't talk too fast (or slow).

While presenting, it's recommended to maintain a consistent pace that's neither too fast nor too slow. Talking fast might cause unnecessary tension in the audience, and a lengthy speech will annoy them.



Don't use fancy slideshows.

The fewer distractions there are in your presentation, the better. The exciting stuff should be in your content, not in the effects.



Don't start talking immediately on top of your slides.

Let the audience interpret the slide briefly, then add your insights.



Don't neglect body language.

The way you move your body on stage tells a story. And if that story is incoherent with the one you're telling with your words, disharmony arises.



Don't rush.

To emphasize a point, sometimes, you need not words but their absence. Pause after you ask a question or make a strong statement.

Spare your audience a moment to think, reflect, and ponder. Or leave a gap of silence right before you present something exciting to build suspense and anticipation.

