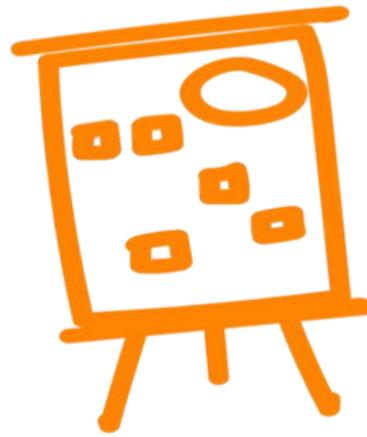


# THREE WHAT'S

## Presenting



### What

Giving formal presentations to an audience – known or unknown – is stressful, don't let anyone suggest otherwise! Presenting ideas, sharing knowledge or convincing others requires skills which can be learned. Get better at it, alleviate the stress and make the experience more enjoyable.

### So What?

The first question to ask is what will success look like? If it's the most impactful presentation what will the impact on your audience be? Define success before going any further. Presentations can be formal or informal, live or recorded, for an intimate or a mass audience but the core skills remain the same. They are summarised as context, control, clarity, contact and closure.

### Now What?

The success of any presentation lies in the preparation. Ask yourself who am I presenting to? What is the purpose of the presentation? What questions will they want answers to? What will success look like? Once you have answers to these questions you can:

#### Context

- ⇒ Confirm the audience, their prior knowledge and experience, duration, medium
- ⇒ Confirm the purpose
- ⇒ Prepare and practise beforehand

#### Control

- ⇒ Stay calm, remain centred, maintain eye contact, scan your audience
- ⇒ Construct a story
- ⇒ Slow down

#### Clarity

- ⇒ Avoid too much information, especially if the topic is unfamiliar
- ⇒ Make sure there is a logic to what you share
- ⇒ Simple clear visuals which reinforce your message

#### Contact

- ⇒ Link your theory to their reality
- ⇒ Use provocations and questions to engage your audience
- ⇒ Anticipate their concerns and build your solutions into your presentation

#### Closure

- ⇒ Provide a final summary and a call to action linked to purpose
- ⇒ Signal the next steps
- ⇒ Thank your audience

Final word: if you know your audience you can take risks; if you don't know your audience don't take risks! To find out more get your hands on our Presenting Playbook.