

# PRESENT NAKED!



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## DELIVERY SIZZLE!

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*Presentation is the "**Killer Skill**" we take into the real world. It's almost an unfair advantage.*

M. Rasiel and Paul N. Friga, Ph.D., *The McKinsey World*



BRAD WALDRON

# THE 12 SURVIVE ARCHETYPES

Most presentations probably fall in the ‘**Survive**’ category but it’s the hardest thing to identify.

So rather than trying to break down the different ingredients I have listed common archetypes I see regularly on the presentation stage.

Most of the archetypes are driven by **fear, lack of preparation** and being **habitual**. Irrespective of what is driving the archetype, the audience will judge the behaviour they experience.



## THE SLIDE ADDICT

Aka the presenter who speaks to the screen

1

### SYMPTOMS

- Speaks to the screen
- Heavy slide dependence
- Is happiest speaking stats, graphs and models
- Should just send you the slide deck!



## THE NEWS READER

Aka the presenter who becomes robotic

2

### SYMPTOMS

- Loses all sense of personality
- Follows a tight script
- Very static
- Very monotone



## THE PUPPY DOG

Aka the presenter who wants everyone to love them

3

### SYMPTOMS

- Often apologizes a couple of times during the presentation
- Needs to be affirmed
- Throws too many questions to audience
- Lacks authority





#### THE FAIR GROUND BARKER

Aka the presenter who is always trying to sell you

#### SYMPTOMS

- Your gut tells you not to trust them
- They are always pitching at you
- They lack sincerity



#### THE DISCO DANCER

Aka the presenter who can't stay still

#### SYMPTOMS

- They move in a set dance like form
- Their moving around becomes distracting
- May jingle coins or fiddle as well



#### THE PRESENTATION THIEF

Aka the presenter who takes up your time but gives you nothing of substance

#### SYMPTOMS

- You leave feeling no value but entertained
- No substance behind their content



#### THE TOP GUN PILOT

Aka The Presenter who wings it!

#### SYMPTOMS

- Can appear very polished
- When confused will keep speaking
- Can lack a flowing structure
- Easily distracted



#### THE DRAMATIST

Aka the presenter who thinks Broadway beckons!

#### SYMPTOMS

- Overly flamboyant
- The presentation is about 'them'
- Looks and feels like a performance but not sincere



#### THE BUNDLE OF NERVES

Aka the presenter who wets himself before he walks on stage

#### SYMPTOMS

- Has patchy skin
- Has a quiver in their voice
- You feel their nervousness
- Hands tremor



### THE MOTOR MOUTH

Aka The presenter who never stops for a breath

### SYMPTOMS

- Lacks any punctuation
- Irritating tonal qualities
- Gets frustrated if people don't get it
- Oblivious to audience response

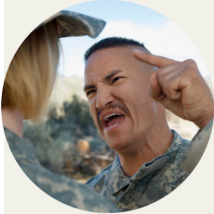


### THE NURSERY SCHOOL

Aka The presenter who talks to you like you're a child

### SYMPTOMS

- Talks in a patronising tone
- Says "great, awesome, fantastic" far too much
- Uses big, round gestures
- Over encourages peoples contributions



### THE MAJOR GENERAL

Aka the presenter who presents but is really giving orders!

### SYMPTOMS

- Dictates
- Over complicates
- Disconnected from audience
- Uses power not influence

# TOP TEN DELIVERY TIPS

## SHOW YOUR PASSION



**If I had only one tip to give, it would be to be passionate about your topic and let that enthusiasm come out**

Yes, you need great content. Yes, you need professional, well designed visuals. But it is all for naught if you do not have a deep, heartfelt belief in your topic. The biggest item that separates mediocre presenters from world class ones is the ability to connect with an audience in an honest and exciting way. **Don't hold back. Be confident.** And let your passion for your topic come out for all to see.

1

## START STRONG



**You've heard it before: First impressions are powerful. Believe it. The first 2-3 minutes of the presentation are the most important.**

The audience wants to like you and they will give you a few minutes at the beginning to engage them - - don't miss the opportunity. Most presenters fail here because they ramble on too long about superfluous background information or their personal/professional history, etc

2

## KEEP IT SHORT



**Humans have short attention spans when it comes to passively sitting and listening to a speaker.**

Audience attention is greatest at the **opening** and then again when you say something like "**In conclusion....**" This is just the human condition, especially so for the busy (often tired) knowledge worker of today. So, if you have 30 minutes for your talk, finish in 25 minutes. It is better to have the audience wanting more (of you) than to feel that they have had more than enough. Professional entertainers know this very well.

3



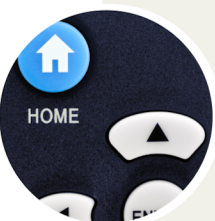


## MOVE AWAY FROM THE PODIUM

**Get closer to your audience by moving away from or in front of the podium.**

The podium is a barrier between you and the audience, but the goal of our presentation is to connect with the audience. Removing physical barriers between you and the audience will help you build rapport and make a connection.

4



## USE A REMOTE CONTROL DEVICE

**To advance your slides and builds, use a small, handheld remote.**

A handheld remote will allow you to move away from the podium. This is an absolute must. Keyspan has two good ones. I highly recommend the Keyspan Presentation Remote. Many people like the Interlink remote as well.

5



## REMEMBER THE B KEY

**If you press the “B” key while your PowerPoint or Keynote slide is showing, the screen will go blank.**

This is useful if you need to digress or move off the topic presented on the slide. By having the slide blank, all the attention can now be placed back on you. When you are ready to move on, just press the “B” key again and the image reappears. The principle is true if you press the W key – except it sends the screen White.

6



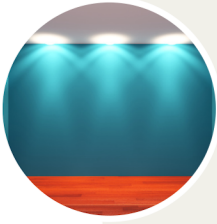
## MAKE GOOD EYE CONTACT

**Try looking at individuals rather than scanning the group.**

Since you are using a computer, you never need to look at the screen behind you — just glance down at the computer screen briefly. One sure way to lose an audience is to turn your back on them. And while you're maintaining great eye contact, don't forget to smile as well. Unless your topic is very grim, a smile can be a very powerful thing.

7





### KEEP THE LIGHTS ON

**If you are speaking in a meeting room or a classroom, the temptation is to turn the lights off so that the slides look better.**

But go for a compromise between a bright screen image and ambient room lighting. Turning the lights off — besides inducing sleep — puts all the focus on the screen. The audience should be looking at you more than the screen. Today's projectors are bright enough to allow you to keep many of the lights on.

8



### USE A TV FOR SMALL GROUPS

**If you are presenting to a small group, then you can connect your computer to a large TV (via the s-video line-in).**

With a TV screen, you can keep all or most of the lights on. Make sure your text and graphics are large enough to be seen on the small the screen. You will probably have to increase the type size significantly.

9



### AT ALL TIMES: BE COURTEOUS, GRACIOUS & PROFESSIONAL

**When audience members ask questions or give comments, you should be gracious and thank them for their input.**

Even if someone is being difficult, you must keep to the high ground and at all times be a gentleman or lady and courteously deal with such individuals. The true professional can always remain cool and in control. Remember, it is your reputation, so always remain gracious even with the most challenging of audiences.

10



## TRIED & TESTED TIPS

### AUDIENCE ANALYSIS

- ▶ Specify audience's needs and wants
- ▶ Clarify the themes of the meeting
- ▶ Indicate the primary interests and fixed needs of the audience
- ▶ Know the current problems and concerns of each audience
- ▶ Tailor each speech in some way for each audience
- ▶ Take into account the backgrounds of member of the audience (e.g. age, religion, education, politics)
- ▶ Assess audience attitude; change talk if necessary
- ▶ Know the goals of the program owner and the organisation
- ▶ Ask yourself: "What do I want my audience to know, do and/or feel?"
- ▶ Find out who will be speaking before you
- ▶ Find out how much time you will have to speak

### SUFFICIENT VOCAL VARIETY

- ▶ Warm, resonant voice
- ▶ Firm, supported quality
- ▶ Build points vocally
- ▶ Have enough breath to complete each sentence strongly
- ▶ Stress the most important words and phrases
- ▶ Shade the less important words and phrases
- ▶ Thoughts must forge ahead and build
- ▶ Variety in pitch, force, volume, rate and rhythm
- ▶ Correct word and thought emphasis
- ▶ Vocal and physical energy
- ▶ Clear articulation
- ▶ Correct pronunciation
- ▶ Sharp diction
- ▶ Full value to all sounds
- ▶ Do not drop consonants (e.g. gonna, runnin')
- ▶ Avoid "oh", "uh", "ok", and "you know"
- ▶ Sufficient use of the pause

## TRIED & TESTED TIPS

### GESTURES AND BODY LANGUAGE

- ▶ SMILE
- ▶ Use eye contact with all sections of the audience
- ▶ ACT confident
- ▶ Posture – firm and secure
- ▶ Use enough movement to maintain interest
- ▶ Use strong and appropriate gestures
- ▶ Make gestures relaxed and comfortable
- ▶ Have gestures originate from the shoulders not the elbow
- ▶ Give your movements a purpose
- ▶ Find out how much time you will have to speak

### HANDLING QUESTIONS AND OBJECTIONS

- ▶ Prepare for all possible questions and objections
- ▶ Have a practise session
- ▶ Show sufficient knowledge to maintain credibility
- ▶ Clearly explain how and when you will handle questions
- ▶ Keep control of the audience and the situation
- ▶ Use the answers to refocus on the theme or message
- ▶ Use humour and a light touch where possible
- ▶ Be non-defensive, not elusive
- ▶ Satisfy the questioner and the rest of the audience



# THE SIX MAJOR PRESENTATION FAULTS

01.

## **An unclear purpose**

You want to motivate your audience in a certain way, but they would never know it from your meandering presentation.

02.

## **Lack of clear organisation and leadership**

Your speech isn't structured and doesn't flow logically from one point to another.

03.

## **Too much information**

You overload your audience with details, some of them technical and most of them unnecessary.

04.

## **Monotonous vice and sloppy speech.**

You believe in your subject and are excited by it, but your voice and manner of speech don't express what you're feeling.

05.

## **Not enough support for your ideas, concepts and information.**

You have compelling arguments to make, but you don't back your ideas up with colourful, memorable stories and examples.

06.

## **Not meeting the real needs of your audience**

You focus on what interests you, rather than on what your audience is interested in hearing.

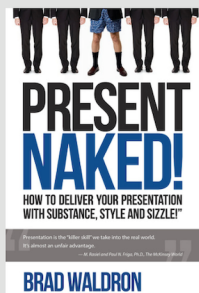
## **DO NOT**

- Shuffling with your feet
- Playing with change in your pocket
- Continually rubbing a part of your body
- Frown
- Squinting under the stage lights
- Using 'Um' to start every sentence
- Pacing on stage
- Looking at the screen behind you
- Standing neither behind the lectern or at the side of it





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