

PRESENT NAKED!



BEING NAKED!



*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*



A RETURN TO LOVE

Our deepest fear is not that we are inadequate.

***Our deepest fear**
is that we are powerful beyond measure.*

*It is our light, not our darkness,
that most frightens us.*

*We ask ourselves, who am I
to be brilliant, gorgeous,
talented and fabulous?*

Actually, who are you not to be?

*Your playing small doesn't serve the world.
There is nothing enlightened about shrinking
so that other people won't feel insecure around you.*

*And as we let our own light shine,
we unconsciously give other people
permission to do the same.*

*As we are liberated from our own fear,
our presence automatically liberates others.*

MARIANNE WILLIAMSON



THE UNFAIR ADVANTAGE!

Nature or nurture... that's the great debate about 'Presenters'. Yes it's true, **great presenters are born, and, just as importantly, they are made as well.**



In being an Naked Presenter, you are exactly that – **Naked** – when you present. Free from having to be anything you are not. You are **authentic** in your approach to presenting, which is liberating in itself. Once you let go of the (ego driven) need of having to be the 'best' presenter or like someone else, a freedom and power is released into your presentation. That's what being a Naked Presenter is about – being totally natural and comfortable with yourself.

With the current market conditions, where will you find your Competitive Advantage?

It's most likely your competitors will be able to closely match all your propositions, service offerings and even price point. So where will you find the unfair advantage? **It's found within you and your ability to present.** Tenders, job interviews, sales presentations, and project pitches are often won or lost in the critical moments when it comes to present your story.

Do you want to intelligently inspire people when you present?

Be Inspiring

Being Naked involves stripping away all that is unnecessary to get at the essence of your message.

The **Naked** presenter approaches the presentation task embracing the ideas of **simplicity, clarity, honesty, integrity, and passion.**



It's about presenting with certain freshness. The ideas may or may not be radical, earth shattering, or new. But there is a "**newness**" and freshness to your approach and to your content. And if you use slide ware, your slides fit well with your talk and are harmonious with your message. The slides are in synch, and are simple and beautifully designed, yet never steal the show or rise above serving a strong but simple supportive role.

Why Are We Afraid of Presenting?

There are many reasons – ranging from previous experiences of feeling very vulnerable about putting your ideas out to a judging audience to back when we were at school auditioning for the school choir only to be told we can't sing. **Thinking about my own experience back then stills makes my palms sweat!**

Somewhere between then and now we have become conventional and we lack real engagement and can be very cautious about how we present. We are encouraged to present in a way that is the cultural norm. Paradoxically, most cultural presentation norms are boring yet it is never our intention to present boringly!

One reason we are so dull as adult presenters is because we are overly cautious. We are afraid.

We want it all to be so safe and perfect, so we over think it and put up a great many barriers. Or we retreat, however unconsciously, and play it safe by hiding behind a stack of bulleted lists in a dark room in a style void of emotion. After all, no one ever got fired for just stating the facts, right?

Next time, to be different — to separate yourself from the crowd — try presenting Naked.





THRIVE GUIDE

When you present you essentially have **three personal resources** at your disposal:

01 Your presentation **style**

02 The **content** you are presenting

03 The **medium** to use to enhance your presentation

That's it. Most presentations I see spend most of the time polishing the content, doing the best they can with the AV/slide elements and very little time focused on their style.

Equally they are **three responses** you give and get from a presentation:

01 Thrive
It rocked, people loved it, it influenced the hearts and minds of people.

02 Survive
It was OK, I only remembered a couple of things from it. Essentially, people will struggle to remember anything about your presentation two weeks later.

03 Nose Dive
It was appalling, you were embarrassed for the presenter, it couldn't end quickly enough.

Most of us have had all three responses, heaven knows I have! But if we break down your resources and create a matrix of thrive, survive, nose dive you'll be able to evaluate and identify what you need to do in order to consistently thrive when you present.

Let's perform a little role play right now by answering these questions...

- *When a presenter is thriving with their style, what are the things they are doing? Are they relaxed, in the moment, confident, engaged with the audience and content, moving purposefully, good resonance in their vocal qualities, naturally gestures?*



- *What about if their style was more like ‘surviving’? Would they be slightly slow to warm up, not altogether confident, have a distracting habit or two, not looking comfortable?*
- *And lastly, if their style was more like it was nose diving, you’d probably see: someone completely fear stricken, out of their depth, annoying habits, not connected with the audience, rude, speaking too quickly, speaking too slow, boring style, patronising and so on.*

The truth is we can do all three styles simultaneously and goal has to be to gain consistency in being able to thrive.

THRIVE

SURVIVE

NOSE DIVE

Fill out the matrix and populate each box with at least six criteria for each. Once you've done that, tick the things you probably do. Or better still...ask someone who watches you present to tick the things that you do. You'll probably find there are ticks in every box! Don't let that trouble you because it's easy to change that!

	STYLE	CONTENT	AV/SLIDES
THRIVE			
SURVIVE			
NOSE DIVE			

By looking at your Thrive line notice what thrive points are lacking in you. It is here you need to focus and develop and manage your nose dive attributes. If you do this well, your abilities will grow incredibly.

Remember this:

What you focus on is what you get!

THE CARDINAL RULES



Do your own thinking. Be the chess player, not the chess piece.

Ralph Charell



Great presenters are born, but just as importantly, they are made as well. The most important skill is learning to be just you when you present.

When you present and are naked, you can really light up the room. You are freeing yourself from anything else. You are just being you. That's key: you are being more of you, which is liberating — both for you and your audience. And, once you let go of the ego-driven need of having to be the best presenter or slavishly copying someone else, a freedom and power is released into your presentation and your audience responds favorably. **That's what being naked is all about — being totally natural — just being you.**

Being just you when you present requires that you rid yourself of **three presentation myths** and, instead, replace them with **truths**. Here they are in the following table:

MYTH NO.1

Only confident people give good presentations.

TRUTH

Everyone has feelings of self-doubt at some point. Learn to use fear as an enabler and turn it into confidence, helping you deliver good presentations.

MYTH NO.2

My presenting style is not as good as others.

TRUTH

Being YOU is the best person you'll ever need to be! My experience tells me, most people don't let their REAL selves shine through. But you can change.

MYTH NO.3

My presentation content is boring.

TRUTH

You usually choose your presentation style without regard for the content. Being boring is a skill, and some people actually practice it; not on purpose, but that's what they do!



To this point — separating myth from truth — we will explore gaining presentation **confidence** and **principles** that increase your personal power. We will examine where confidence comes from and how to get it. We'll also look at your beliefs about you as a presenter and whether they help or hinder. **The whole push is to examine how to bring more of the real you into the presentation.**

3 PRINCIPLES TO INCREASE YOUR PRESENTING POWER

Important fundamentals help you shine. Three stand out.

01.

Be more of you

Being yourself is all you will ever need. Most people need to let out more of who they really are. The more of you that is available to the audience, the more they will be able to connect and bond with you and feel comfortable with you.

02.

Be confident

Learn to be comfortable in front of an audience. It takes practice and experience. If you already feel tentative, don't worry. You can gain confidence, but be careful not to go too far — to the point of arrogance or cockiness. Audiences hate arrogance and cockiness, but they love confidence when it is genuine.

03.

Be present

Presenting in the moment is the source of a great presenter's strength — they're free from fear, distraction, worry and anything else that can take them out of their zone. This is a critical point.

When you incorporate these three principles into your presentations, you can increase your power, effectiveness and personal enjoyment.

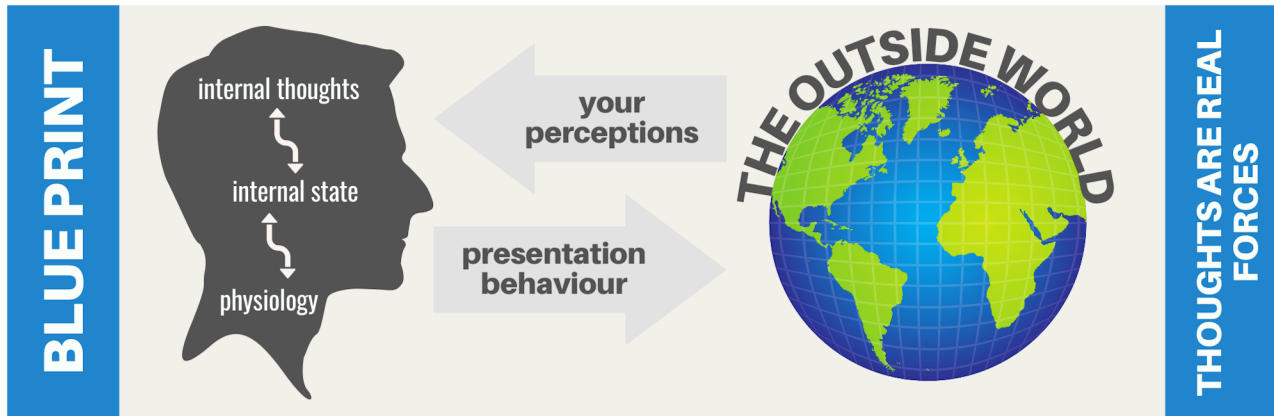
NAGARE

The Japanese have the perfect word for what happens when you combine all three presentation truths — it's called **nagare**. Translated it means 'flow', it's like a state of Zen enters you.

When you are more of yourself, confident, and present, you will be a powerful and effective presenter, a **Naked Presenter**.



BUILDING YOUR EMOTIONAL CONFIDENCE



All behaviour is state dependant. That means in order to produce great behaviour you must be in an optimal state. The challenge we can face from time to time is we are not always in the best state.

The reason we may be in an unresourceful state is for two reasons:

- 01.** The quality of thoughts you are having – i.e., stress, elation, etc
- 02.** How you manage your physiology – i.e., relaxed, tense, etc

Think about a presentation you did when you were amazing...

What sort of thoughts were you having positive or negative?

What was your body language like? Was it strong and resourceful? I bet it was.

A world class athlete has a preparation routine that they perform before every competition. Whilst we may not be a world class athlete, we can benefit hugely by adopting some of their practises.

By listening to yourself talk you can choose it to be empowering – you have that freedom. Equally, you must put yourself in an empowering physiology. The cost of not doing that may mean a mediocre performance.



HOW TO PRESENT NAKED

This is not an exhaustive list (so please send me your Naked ideas), but here are a few things to keep in mind when trying to **present Naked**.



▶ **Be present**

Dan Millman, author of *The Way of the Peaceful Warrior* has a mantra, “**Be here, now**”. When you turn up, be present and in the moment. Let go of fears, concerns, thinking about things that happened during the day, what you are doing later. Be here, now.

▶ **Be yourself**

That’s what the audience wants to see... you being completely natural.

▶ **Serve the audience**

In a presentation they are your customer. Make it special for them.

▶ **Free yourself from convention**

If there is a podium, use it if it’s right to do so. Or move away from the podium if that feels more natural. Be careful though; check to see if the spot light is only on the podium otherwise you may be walking around in the dark.

▶ **Use a small remote**

This makes transitioning between slides look much more natural and it affords you to move around without being anchored to the PC.

▶ **Don’t be dependent on your tools**

If something goes wrong like your slides freezing or the batteries go on your microphone — don’t sweat, embrace it and work through it. You’re the presentation not the technology.

▶ **Keep it simple**

All of it. Simple goals, clear messages, and moderation in length.



▶ **Let your personality shine through**

Are you just a bit cheeky? Then that should show in your presentations too. Let your personality shine through. Why hide one of your biggest differentiators?

▶ **Be credible**

▶ **Do not use too much "corporate-speak"**

Speak like a human being. You cannot be naked if you are drowning your audience in cliches and buzz words.

▶ **Active participants**

Think of your audience as being active participants not passive listeners ("Passive listener" = oxymoron?).

▶ **Be comfortable with yourself**

It takes practice and it takes confidence. The confidence comes with practice. Audiences hate arrogance and cockiness, but they love confidence...if it is genuine.

▶ **Think design, but never decoration**

Never decorate your messages or your supporting visuals. Decoration is veneer. Design is soul deep, decoration is "Happy Birthday" placed atop a sponge cake.

▶ **Think balance & harmony**

Think in terms of what makes a good meal and good design. Think balance, harmony, variety...and content that leaves them satisfied and delighted, yet wanting more.

▶ **Smile!**

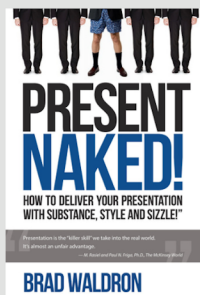
Presenting **100% naked** may not be appropriate for every case, but stripping down as much as we can often will make a huge, refreshing difference. The result will be a presentation that is different and somehow more real, "real" like a frank conversation among friends. In my experience, the higher up the management chain you go the less real the talk. People at the highest level of management do not often present naked, but I wish they would.



This image shows a full page of blank white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page, providing a template for writing or drawing. There are no margins, text, or other markings present.



GET IN TOUCH



THE BOOK
Get a copy at:



BRAD WALDRON



brad@IntelligentInspiration.com



Speaker

www.This-Is-Brad.com

Presentation

www.PresentNaked.com



[@bradwaldron](https://www.linkedin.com/in/bradwaldron)