

# Business Class

WEEK 5 - PRESENTATIONS

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# Welcome to Class!

## TODAY'S AGENDA

- Surprising statistics
- It's your time
- Present like a pro
- Let's go for a trip
- 1st Q&A session
- The Tell'em rule
- Power posing
- Attention span
- Our tips
- Handling questions
- 2nd Q&A session



# Class Objectives & Rules

## EXPECTATIONS AND OUTCOMES

### ★ Objectives:

- In today's lesson, you're going to learn how to become more confident in the area of making presentations and public speaking.
- By the end of this lesson today, you'll be ready to present your business to your clients and coworkers.



# Lesson for Today

## BRIEF INTRODUCTION

Presentation is like a gift.

You need to think about the recipient, make a great packaging and ensure that what's inside is valuable.

Experience shows most of the time we receive bad gifts - ugly and boring.

Be the person known for giving extraordinary gifts :-)



# Surprising statistics

30 MLN

number of presentations created daily

TOP 3

Glassophobia (fear of public speaking) is considered as one of the most common fears.

36-90H

That's how long it takes to create a 30-slide presentation.

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# Presentation is your time



- There are always three elements, you need to address all of them
  - Yourself
  - The audience
  - The material to be presented
- With so much being said about good presentations there's no excuse for delivering long, overloaded and boring ones

# Learn from the best

## KEEP IT SIMPLE

One element/thought per page, simple message. Keep the audience focused and make it easy for them to understand.

## PRACTICE

It's impossible to have it right the first time. Only by practicing you know if your idea is engaging for the audience.

## USE VISUALS

Using loads of text is the most common practice and mistake people make when presenting. Why are you even there if people can read from the screen themselves?

## HAVE FUN

Allow yourself and the audience to have fun from your meeting. Tell a joke or anecdote, appreciate good weather, include other elements than facts and figures.



# Let's go for a trip



## GIVING A PRESENTATION IS LIKE TAKING YOUR AUDIENCE ON A JOURNEY

- It has the start and it has the finish
- Give a context before you set off
  - Who: who are you, what's your position and background
  - Why: what is the reason for this presentation? What's in it for me?
  - What: outline the agenda
  - What: what are the needs and questions your audience might have?



# Is everything clear so far?

Let's have a Q&A session!



# Preparation

## START WITH YOURSELF

- Be sure you know the subject
- Practice your presentation
- Recording is going to show how you behave and speak
- How you say is as important as what you say

## POWERPOSING

- Keep eye contact with the audience
- Stand straight and "own" the stage
- Rehearse in front of a friend
- Avoid filler words ("ummm", "yyy", "eee")
- Use short, big and bold notes to help you get back on track
- Pause before changing slides
- Learn how to handle questions



# Attention span (of a goldfish)



## YOUR AUDIENCE

- People get distracted every 8-12 seconds
- Your message competes with every notification, the whole social media world, lunch/coffee breaks, etc.



## ATTENTION CURVE

- Natural tendency to concentrate more at the beginning and the end



## HACKING ATTENTION

- Tell'em rule
- Signposting
- Jokes
- Ask for putting away mobile phones

# What's your goal?

You should not only think that what you need to deliver is a presentation.

You need to think “as a result of my presentation people will know/understand/learn the xyz”.

# Structuring presentations

## CREATE A PLAN

- Date and time of the presentation
- Who the audience is? And how big it is going to be?
- What is the presentation subject and the main aim/result?
- How long will you be presenting overall?
- What visual aids you are going to use?
- How long you give yourself for the specific sub-topics (sections)?
- Are you going to engage the audience and how?
- What rules you want to establish while you are presenting? (mobiles off, questions at the end etc.)
- Find out if you are going to stand or sit while presenting
- Find out how big the room may be (or if this is the video meeting presentation)
- What questions may the audience ask?



# Presentation manual



## SEE E-BOOK FOR MORE

- Jumpstart techniques (shocking statement, quotations, historical evidence, enrollment question)
- Using visuals
- Presenting techniques
- Useful phrases
- How to answer questions
- Signposting phrases
- How to finish

# Questions

## WHAT'S THE PURPOSE?

Questions are important, this is the way people can clarify the points from your presentation they did not understand. And, let's be honest – even if they understood everything clearly, they were taught that this is rude not to ask any question as it may mean they were not paying attention at all. So there will be questions – relevant, less relevant, but for sure there will be some.

## WHEN YOU DON'T KNOW THE ANSWER

- Don't be afraid to say you will look into this and get back to it as soon as possible
- Change to reported question to get some time to think about the answer
- Use paraphrasing technique

## IRRELEVANT QUESTIONS

You are the one that sets the rules so don't let anyone to take over. You can say for example:

- We are getting a little off topic. Do you mind we get back to the subject?
- I'm afraid this question is only getting us off track. Let's try to stick to the main point of the presentation.

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# Our tips

## **YOU ARE THE PRESENTATION**

Slides are only there to help.

## **MAKE IT SHORT AND ENGAGING**

Use powerful, easy to remember messages.

## **MAKE A GOOD OPENING**

Practice small-talk, tell a joke, drop a shocking fact.

## **THE GLANCE TEST**

Do you know the point after 3 seconds?

## **BE CONSISTENT**

Does every slide look like it's from the same presentation?



# Our tips

## TELL A STORY

Create a hero, face her with obstacles and send for a quest.

## CREATE A STRUCTURE

Lead the audience and don't let them get lost.

## PRACTICE YOUR SPEECH

Yes, we know we are repeating ourselves ;-)

## DEVELOP YOUR STYLE

Great presenters always bring something fresh and new.

# Summary of Today's Class



## RECAP 1

Everybody is scared when presenting :-)

## RECAP 2

Learn from the best and practice your speech.

## RECAP 3

Prepare to fight the attention span.

## RECAP 4

Tell a story and have fun!

# Is everything clear so far?

Let's have a Q&A session!



# Thank You

## FOR JOINING TODAY'S CLASS

In a few second you will get the recording and ebook.  
Please have a look at the tasks I have prepared for you.  
See you next week!

