



# Presentation Skills Workbook

Thank you very much for doing the Presentation Skills workshop. I am sharing some key skills I teach senior executives when they are preparing to present the very best versions of themselves.

I believe that any conversation is an opportunity to present the best version of yourself. So every time you have a one to one meeting; telephone conversation; conference call; pitching; team meeting; presentation or interview is a chance to present yourself.

In this online course I will be sharing some essential skills to ensure you present the best version of yourself when communicating.

Please use this workbook to do the exercises; there are plenty of them to challenge you to think differently and have tools to prepare for different conversations.

Good luck.

# Introduction

Consider all of the conversations – and therefore presenting situations you do. Write down all of the conversation and communication scenarios you are involved in. These are all situations where you are presenting.

It is useful to have clarity of the purpose of any presentation, so answer the following questions.  
Why are you presenting?

What outcomes do you want from any presentation?

Where are you presenting. List all different types.

How are you going to present?

How are you going to present?

Who are you presenting to?

When are you presenting?

# Fear

Write down how you feel when you are scared of speaking!

What is the worst thing that could happen; what are you worried about?

There is a lot of evidence that if you believe something disastrous is going to happen, it will!

Let's focus on the positives: what are the best outcomes from the presentation?

Think big, think out of the box; what amazing things could happen as a result of your presentation?

# Knowing your audience

Start to brainstorm characteristics of your audience: information like demographics, business sector

Where are they engaging with you? On social Media (Facebook Live), traditional meeting or presentation? What is the environment like formal/non-formal/online?? How can you find out more information about your audience?



# Audience Grid

<b>What's in it for me</b>	<b>What do I want from my audience</b>
<b>What's in it for them personally</b>	<b>What's in it for them professionally</b>

This is a powerful tool to drill down and really understand the motivation of your audience.

# Content

Brainstorm some different ways to start a presentation; a question or statement. Top tip: always remember that first line.

Likewise it is crucial you finish your presentation with a conclusion, or call to action. What do you want your audience to do as a result of your presentation. Here are some examples:

- Complete some work
- Be inspired to do something different
- Buy something from you
- Arrange a call with you
- Recommend you to someone else

Brainstorm come clear calls to action

# Storytelling

Storytelling is a powerful way for your audience to remember your message. Whether you call it a case study, scenario, story or situation, it is good to weave these into your content, to illustrate a point.

Here are some key points of any story.

- Immerse your audience in the story by creating a scene “Once upon a time”
- Create a suspense or challenge.
- Bring characters to life: you might have a tricky client, or a heroine to the story for example
- Show how it happened.
- Build up to a BIG moment – what they will always remember
- “Happily ever after” – End with a moral or take away.

Here is a simple storytelling template to create your own story

<b>Once upon a time</b>	
<b>Suddenly</b>	
<b>And then</b>	
<b>Happily ever after</b>	

# Words and avoiding jargon

There is significant evidence to show that using jargon or vocabulary used within specific industries disengages your audience. I want you to brainstorm technical words or jargon you use within your sector and then use a 'translated' word that everyone can understand.

Consider how you could reduce detail to 'top level' information. If your audience requires more detail you could offer to send them this separately.

# Preparation

Here is a Speaking Streamline I created with one of my clients. This is a powerful way to create a timetable for preparing a presentation. This client is at boardroom level, so her presentations were high profile; she was planning a few days before any performance.

- Evaluate how the last presentation went
- Brainstorm the content
- Audience Grid – compare with the content
- Create content
- Practice/rehearse
- Memorise first line
- Reflect on the Audience grid the day before the presentation
- Nutrition (food and drink)
- Physical preparation
- Power Pose + Loo
- Deep Breaths

Create your own Speaking Streamline

Challenge yourself to contribute 3 things at every meeting



# Performance

One key point of performance and communication is to ensure the three key elements of communication: content, voice and body language are aligned so they don't confuse the audience. If they are in sync, your performance will be very powerful.

How can you ensure these three elements are in sync??

Also consider what sort of performances you are doing? A Facebook live is going to be different from a high powered presentation!

# Conclusion

Congratulations on completing the course. Before we finish, I would like you to write down three clear take aways from this course:

1.

2.

3.

# What next?

Thank you very much for doing this course. Please keep in touch. I love to know how you are getting on. Here are some ways you can keep in touch.

- Receive our newsletter: <http://eepurl.com/duMRtL>
- Book a complimentary call with Susan <https://calendly.com/susanheatonwright/15-minute-seminar-follow-up>
- Here are some other virtual courses related to speaking and communication <https://www.executivevoice.co.uk/product-category/virtual-training/>
- Follow us on Facebook: <http://www.facebook.com/executivevoice>
- Follow Susan on LinkedIn [www.linkedin.com/in/susanheatonwright](http://www.linkedin.com/in/susanheatonwright)
- Twitter: @executivevoice
- Instagram @susanheatonwright1
- iTunes podcast “Superstar Communicator”
- Youtube VLOG “Superstar Communicator”
- [www.executivevoice.co.uk](http://www.executivevoice.co.uk)
- If you would like to recommend Susan to deliver a speech, workshop, webinar or coaching please email [enquiries@executivevoice.co.uk](mailto:enquiries@executivevoice.co.uk)

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