
Communicating with Impact



How to Deliver Impactful Presentations

**Our Top 10 Tips for
delivering inspiring
and memorable
presentations**

MINDSTRONG



1. Do you know your Audience?

Whether you're presenting to a small group of colleagues, or to a room of 200 strangers, it is essential that you understand the *purpose* of your presentation; *why* your audience are there and *what* you want from them. Remember, people are only interested in the part of the presentation that will make their life easier or more exciting.

2. Do you have an Opening Hook?

The audience are at their most receptive at the beginning of your presentation, so use this to your advantage—surprise your audience, you need to break their usual pattern of thinking. **Do not** use these precious few seconds to set the agenda or ask a question.

3. Are you ready to Tell a Story?

Storytelling is a powerful skill found in all great presenters. Great storytellers can invoke emotions and feelings in their audience and it is these that drive passion, opinion and ultimately decisions. For inspiration, draw from firsthand experience, history, books and films.

4. Have you fully prepared your Content?

You need to deliver your presentation with very few, or preferably no prompts. Therefore you need to know your subject inside out. If you must use slides then avoid 'Death by PowerPoint' by using images (rather than bullet points); they are more effective at engaging the audience's interest. Anticipate questions; they're a good thing, they show that your audience is interested in what you're saying.

5. Have you Practiced...and Practiced...and Practiced?

Ask for honest feedback. If available, use a video camera; watching yourself back heightens awareness of negative body language (eg; crossing your arms) the use of filler words (eg; "um", "ah") and lack of intonation or emphasis in your voice.

6. Have you prepared your Environment?

To deliver an impactful presentation, you need to set the stage – quite literally. Arrive early so that you can position yourself, the audience and any other equipment the way *you* want them. Allow enough time to run through your presentation.

7. Are your nerves under Control?

Nerves arise from a fear that some harm will come to the individual, in this instance; embarrassment or humiliation. Keep these fears at bay by knowing your content inside out, preparing for questions and arriving early to check equipment. Speak slowly, move around the stage and drink water. Breathing exercises are also helpful.

8. Are you enthusiastic about your Subject?

If not, you can't possibly hope for your audience to be. Injecting energy into a presentation creates a positive snowball effect; you'll become more animated; the audience will become more engaged; you'll feel more confident and the audience will remember more. Before beginning, rate your energy level (honestly) from 1-10, then, ramp it up a notch or two!

9. Have you thought about your Body language?

Research on eye contact has shown that it implies honesty, trustworthiness, confidence and leadership. Whilst you don't have to skip around the stage, standing with your hands in your pockets, arms crossed or hands stiffly by your sides will cause negative responses from an audience. Gesticulating and maintaining an open posture whilst presenting will reinforce your audience's sense of confidence in you.

10. Are you ready to go out with a Bang?

Research shows that the first and last pieces of information presented are those most easily recalled by the audience. *Always* close with the one thing you want your audience to take away with them (repeat after Q&A).

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