

How To WOW In Your Next Presentation!

To **WOW** in your very next presentation, focus your mind on what your high hope is, not what you're afraid of. What's the best possible outcome for you and for them from this presentation?



“May your choices reflect your hopes and not your fears.”

Nelson Mandela

Once you've established that hope, focus on the crucial first moments. Get these right and you'll not only steady your nerves, you'll also win the confidence of your audience. Before you even think of opening a slide deck, tick-off these five steps and you'll be well on your way to delivering a High Definition presentation.

<p>1. Begin with the end in mind</p>	<p>After your presentation:</p> <ol style="list-style-type: none"> 1. What do you want them to be thinking? (<i>She was insightful, passionate, intelligent...?</i>) 2. How do you want them to feel? <i>Inspired and empowered</i> 3. What do you want them to do? <i>Implement one change immediately</i> <p>Remind yourself of these as you shape your content to ensure its engaging, relevant and in line with your high hope.</p>
<p>2. Grab their attention</p>	<p>You don't get a second chance to make a first impression!</p> <p>Replace “<i>Hi, I'm x....and today I'm talking about x...</i>” with a giant or very tiny statistic, a memorable quote, a story or ask a question (rhetorical or otherwise).</p> <p>Make it relevant and relatable not gimmicky. e.g: “<i>Glossophobia!! (the fear of public speaking)</i>”</p>
<p>3. Establish the benefit to them to keep listening</p>	<p>You've bought yourself a few more seconds of their attention. Now, think about your audience and what's important to them.</p> <p><i>“Incredibly talented people (like you!) hold themselves back from so many incredible personal and professional opportunities because of this irrational fear.”</i></p>

<p>4. Establish credibility</p>	<p>Why should they listen to you?</p> <p>You can establish credibility by connecting to a piece of research or drawing on another person if you don't yet have an established platform yourself.</p> <p><i>"In the 15 years I spent as a leader in the banking industry, I saw people's careers stall or worse become derailed as a result of not facing this fear. Now, using the latest research into human behaviour, I can help change that."</i></p>
<p>5. PRACTICE!</p>	<p>Obvious but a lot of my clients say they will and don't! Practice in front of your mirror, your dog, your best friend, a trusted colleague, someone who makes you nervous.</p> <p><i>You'll either find an excuse or you'll find a way!</i></p> <p>The spoken word is very different from the written word.</p> <p>Get up on your feet and speak it as you're crafting your content, even if you'll be sitting for the actual presentation. (It's easy to drive an automatic car if you got your license in a manual!)</p>
<p>BONUS TIPS</p>	<p>I know I said five things but I just can't help myself!!</p> <p>To overcome your nerves on the day:</p> <ol style="list-style-type: none"> 1. Reappraise! Switch "I am so nervous, I'm dreading this " to "I am so excited. I can't wait to share what I know" 2. BREATHE! 4-4-8. Inhale for 4, hold for 4, exhale for 8. Repeat.



**The beginning of your success
is the end of your comfort zone!**

Gitanjali