

# **'Now You're Talking'**

## **Learn to enjoy public speaking**



***"Help, I've got a presentation coming up next week and don't know what to do!"***

## **Essential Presentation Skills - the three things YOU MUST KNOW.**

Here are the three essential pieces of information that can make your presentation fly. Most of these are common sense, but you'd be surprised how often they are missed out.

### **The Three Presentation Essentials**

- Use visual aids where you can
- Rehearse, rehearse, rehearse
- The audience will only remember three messages

One of the most powerful things that you can do to your presentation is to add in visual aids.

**Research shows that if you use visual aids you are twice as likely to achieve your objectives.**

Ditch the bullet points - use pictures instead.

Use visual aids in your next presentation.

### **Why should you use visual aids?**

1. How we take in information during a presentation

# 'Now You're Talking'

## Learn to enjoy public speaking



Professor Albert Mehrabian did a lot of research into how we take in information during a presentation. He concluded that 55% of the information we take in is visual and only 7% is text.

### 2. Making the presentation memorable.

In a Study at the Wharton Research Centre they showed that using visual slides had a dramatic effect on message retention. The effect of using visuals is truly staggering! Bullet points 10% Visuals 55%

**The old adage that "a picture is worth a thousand words" is as true today as it has always been.**

### 3. Achieving your objectives

You might be sceptical if I said that I could double your chances of achieving your objectives in a presentation with just one piece of advice. And yet if you use visual images that is just what happens.

Research shows that by using visuals in your presentation you can expect to roughly double the chance of achieving your objectives.  
The conclusion: Use visual aids.

## **Rehearse! Rehearse! Rehearse!**

***"If you fail to prepare, you are prepared to fail"***

Rehearse your presentation and it will get better.

It's obvious isn't it? But it's also a bit of a drag and one that is easy to forget. It is probably the most common mistake of all presentations.

You wouldn't dream of going to see a play only to find that they hadn't properly learnt the script. You wouldn't dream of going to the watch sport

# **'Now You're Talking'**

## **Learn to enjoy public speaking**



and find they were unfit and had done no practice. Yet in presentations and in speeches we see this happening all the time. Rehearsing could make the difference between a good and an average presentation.

### **1. Plan to rehearse your presentation out loud at least 4 times.**

Make sure that one of your rehearsals is in front of a really scary but supportive audience - family, friends, partners, colleagues; children. They will tell you quite plainly where you are going wrong - as well as providing you with the support that you need.

### **2. Rehearse against the clock**

If you have to give a presentation in a short period of time then try to practice your presentation against the clock. This is particularly true with something like the five minute job presentation.

### **3. Video or tape record yourself**

A very simple trick that could help you with your performance is to video record yourself. This will give you some immediate feedback and will enable you to fine tune your performance.

**Rehearse and you WILL get better.**

## **The Rule of Three - We remember three things.**

This is one of the oldest of all the presentation techniques - known about since the time of Aristotle.

### **1. People tend to remember lists of three things.**

Odds are that people will only remember three things from your presentation. What will they be?

# **'Now You're Talking'**

## **Learn to enjoy public speaking**



So before you start writing your presentation, plan what your three key messages will be. Once you have these messages, structure the main part of your presentation around these three key themes and look at how they could be better illustrated.

### **2. There are three parts to your presentation**

The beginning, the middle and the end. Start to plan out what you will do in these three parts. The beginning is ideal for an attention grabber or for an ice breaker. The end is great to wrap things up or to end with a grand finale.

### **3. Use lists of three wherever you can in your presentation**

Lists of three have been used from early times up to the present day. They are particularly used by politicians and advertisers who know the value of using the rule of three to sell their ideas.

Veni, Vidi, Vici (I came, I saw, I conquered) - Julius Caesar\*\*

"Friends, Romans, Countrymen lend me your ears" - William Shakespeare

"Our priorities are Education, Education, Education" - Tony Blair

Stop, look and listen - Public safety announcement

There are lots of other examples of the rule of three.

### **Remember - in presentations "Less is More"**

If you have four points to get across - cut one out. They won't remember it anyway. In presentations less really is more. No one ever complained of a presentation being too short.

## **Presentation Essentials – summary.**

1. Use visual aids where you can

2. Rehearse, rehearse, rehearse

---

Public Speaking Coach: Jane Thoma-John

Web site: <http://www.nowyouretalking.info>

Phone: +64 9 378 7733

Email: [nowyouretalking@orcon.net.nz](mailto:nowyouretalking@orcon.net.nz)

# **'Now You're Talking'**

## **Learn to enjoy public speaking**



3. The audience will only remember three messages

So there you have the presentation essentials.

Good luck and happy presenting.