

REPLACING
- THE -
RAINMAKER

WORKSHOPS

DELIVERING PRESENTATIONS

This workbook accompanies the audio workshop. It includes speaker's notes, which summarize the content covered in the workshop. It also includes activities, which you'll complete during the workshop, and a continuing education assignment, which you'll complete after the workshop. The continuing education assignment gives you a chance to apply the theory you learned in a practical setting. At the end, there's a quiz to test what you've learned as well as space to make notes and information on where to go to learn more.

SPEAKER'S NOTES

Learning outcomes

- You'll learn why presentation skills are important.
- You'll learn how to assert your presence when presenting.
- You'll learn how to use visual aids.

Delivering presentations

- A lot goes into delivering a great presentation.
- You have to generate compelling content, deliver that content effectively and engage with your audience.
- Delivering content effectively depends in large part on how you conduct yourself.

Gain support for your ideas

- Giving a presentation is about gaining support for your ideas.
- Accountants often have to give presentations, including to colleagues and clients.
- Presentations are important to your business development success.

Master your presentation skills

- Presentations take many forms.
- Some presentations are given one-on-one.
- Some presentations require standing up in front of a large group.

Craft a presentation

- Mastering your presentation skills is a three-part process.
- First you need to create a tightly crafted presentation with a clear message.
- Present evidence for your claims and bring your content to life with stories and anecdotes.

Master the Q&A

- The second step is to deliver a great presentation and the third step is to handle live Q&A.
- The Q&A is often the trickiest part of a presentation because your audience can surprise you.
- A bad answer to an audience question will undo much of the consensus you've built during your scripted presentation

A multitude of benefits

- If you can deliver a great presentation, you'll have an easier time selling.
- If you can deliver a great presentation, you'll have an easier time gaining support for your ideas.
- If you can deliver a great presentation, you'll keep your audience engaged and listening to you.

Opportunity begets opportunity

- If you can deliver a great presentation, you'll start to build a name for yourself.
- One speaking opportunity will turn into more opportunities.
- You'll establish yourself as an expert in your field and gain exposure for yourself and your firm.

Assert your presence

- Good presenters seem to have a magical ability to captivate a room.
- They have the audience hooked on what they're saying.
- Bad presenters struggle to keep their audience's attention.

A lack of confidence

- Bad presenters often shift their weight back and forth or walk around aimlessly.
- They read straight from their notes in a monotone voice that puts everyone to sleep.
- They don't make eye contact with anyone in the audience.

Take control

- Good presenters make direct eye contact with audience members.
- They modulate their voice and slow down when they have something important to say.
- They have control over the room because they're asserting their presence.

Make eye contact

- Eye contact is by far the most important factor when it comes to asserting your presence.
- Making eye contact with audience members will make them feel like they have genuinely connected with you.
- Making eye contact facilitates the feeling that you're having a one-on-one conversation with each person.

Shrink the room

- Pretend the person you're looking at is the only person in the room.
- Pretend you're having a one-on-one conversation with that person.
- This makes it easier to make eye contact.

Direct your gaze

- Be purposeful with your eye contact.
- Move from person to person at an appropriate time.
- Don't shift your gaze in the middle of a sentence or thought.

Keep your eyes up

- Keep your eyes up until you've finished each sentence, then look down at your notes.
- When you're ready to continue, look up, find someone to talk to and then start talking.
- Respect people who are uncomfortable by making less direct eye contact with them.

Keep it natural

- Don't act like a lighthouse or a tennis umpire.
- A lighthouse presenter is someone who goes systematically around the room.
- A tennis umpire is a presenter who goes back and forth, left to right.

Stand up straight

- If you're giving a standing presentation, adopt a neutral stance.
- Stand with your shoulders back, chest out and stomach in.
- Keep your feet slightly apart and relax your knees.

Sit up straight

- Your posture is just as important when you're giving a seated presentation.
- Bad posture conveys a lack of self-confidence.
- Take up your space at the table, don't slouch or shrink.

Modulate your voice

- Speak to the members of the audience who are farthest away.
- Speaking to the back of the room will help you gauge the appropriate volume level.
- Speak firmly and enunciate each word.

Vary speed and pitch

- Vary the speed of your speech to add energy to your voice.
- Slow down when you're making an important point.
- Use your voice to pull your audience along with you.

Don't be a robot

- Use gestures to augment what you're saying.
- Gestures are particularly appropriate when addressing an emotional subject or driving home a point.
- The bigger the audience, the bigger the gesture needs to be.

Use visual aids

- There are a lot of visual media options to choose from.
- Determine the most appropriate visual media option on a case-by-case basis.
- Consider factors such as the formality of the presentation, audience size, lead time and size of the room.

A paper reminder

- Handouts are typically used to support the content of your presentation.
- If you decide to use handouts, distribute them after the presentation.
- Distributing handouts before distracts the audience from what you're saying.

Face the audience

- Make sure your visuals don't overwhelm your presentation.
- Don't talk to your visual aid.
- Face your audience and talk directly to them.

The limitations of theory

- Practice until all of these rules become second nature.
- Practice making eye contact until you no longer have to think about it.
- Practice gesturing and modulating your voice as you speak.

An influential person

- Generate speaker notes about an influential person in your life.
- Choose three words that describe that person.
- For each word, provide three examples, stories or illustrations.

Break it down

- Practice delivering the content in small groups.
- Each time you deliver your presentation, focus on one of the presence skills.
- After practicing several times, introduce your influential person to the group.

Practice without pressure

- Practice on your own and record your presentations.
- Ask colleagues for feedback to help you improve.
- It takes time to develop great presentation skills.

Go off script

- Some of the best presentations are not tightly scripted.
- Let your audience drive the presentation.
- This is a particularly useful strategy when you know your content well.

Avoid the casket

- Jerry Seinfeld once said, "People's number one fear is public speaking."
- You don't need to fear public speaking.
- It's a skill that you can master.

Summary

- Eye contact is by far the most important factor for establishing your presence.
- Maintain a neutral stance and change the volume, tone, speed and pitch of your voice.
- Don't let your visual aids overwhelm your presentation.

ACTIVITIES

If you're completing these activities on your own, please write down your answers in your workbook. If you're completing these activities in a group, please write down your answers individually. Then share your responses with up to two other people. Look for commonalities among everyone's responses and discuss any differences.

Activity 1

Jerry Seinfeld once famously said, "According to most studies, people's number one fear is public speaking. Number two is death. Death is number two. Does that sound right? This means to the average person, if you go to a funeral, you're better off in the casket than doing the eulogy." What are your biggest fears and phobias associated with public speaking?

Activity 2

Practice delivering the content you developed in the "Crafting presentations" workshop. Focus on effective eye contact, stance, volume and tone, speed and pitch and gestures. If you haven't completed the "Crafting presentations" workshop yet, practice delivering your claims, competitive advantage or elevator pitch with effective presence.

CONTINUING EDUCATION

Practice delivering presentations with presence. You can practice on colleagues or clients. Conduct a post-presentation review to identify positives, concerns and areas for improvement.

QUIZ

1. Whether you're presenting to one person or to a huge room, the same skills apply. Your goal is to gain support for your ideas.
2. If you can learn to be a more effective communicator, you'll recognize the benefits in a multitude of ways in your professional life.
3. Good presenters have a magical ability to captivate a room.
4. The five attributes of effective presence are eye contact, stance, volume and tone, speed and pitch and gestures.
5. Eye contact is the least important effective presence attribute.
6. In maintaining good eye contact, it's fine to act like a lighthouse or a tennis umpire to establish a semblance of eye contact with everyone in the room.
7. When you're making an important point, you want to slow down to give the audience time to understand and absorb your message.
8. The secret to establishing executive presence is to practice until the various "presence rules" become second nature.
9. The best presentations are generally tightly scripted.
10. If you're giving a presentation that uses visual aids, you want to make sure they don't overwhelm your presentation.

NOTES

FOR MORE INFORMATION

For more information about additional workshops, or other Replacing the Rainmaker products and services, please visit ReplacingTheRainmaker.com.