

**AN INTERPERSONAL COMMUNICATION GUIDE**

# WOMEN & Words WISDOM

THE POWER COMMUNICATION  
GUIDE TO PROFESSIONAL  
& PERSONAL SUCCESS



## 21 INGREDIENTS FOR A WINNING PRESENTATION

**G**iving a presentation can be a great way to build your business, influence public opinion, or kick your career up a few notches. It's an excellent way to stand out from the crowd and make a real difference at work.



What are the secrets to creating a powerful presentation or giving a persuasive speech? Well, try these 21 tips. These will help you turn good audience communication techniques *golden!*

### **1. Have a plan and set some objectives & outcomes.**

There's nothing worse than not knowing what you want to achieve. Do you want to educate the audience, inform, inspire, motivate or touch emotions? Always keep top-of-mind what you want to achieve while developing your speech or presentation.

### **2. Have a formal structure – a beginning, middle, and end.**

Audiences love structure and the best presentations stick to this tried and true rule. As they say: "Tell them what you're going to say, tell them, and then tell them what you told them."

### **3. Avoid presenting too much content.**

How many overly-technical presentations by CEOs, managers, scientists, engineers, or other professionals have you suffered through? Many people just put too much content in their presentations. Who can absorb it all? At some point the audience stops caring and tunes out. Even the best audiences face information overload after 20 minutes. Be strategic and get to the high, hard points at a nice clip. Busy executives have the attention span of a gnat.

#### **4. Do your homework.**

Do research for your presentation or speech from a range of sources. Get a razor-sharp understanding of the issues and challenges your audience wants to hear your solutions for. Be a keen observer of the trends your audience is likely to be interested in. Keep a file containing news clips, research data and other relevant source information that'll impress your crowd. Know the needs of your audience and match your content accordingly – and refreshingly.

#### **5. Sprinkle in personal anecdotes, examples and metaphors.**

In many cases you're trying to sell ideas and concepts. These are intangible and often difficult for the audience to grasp. Personal stories, examples and metaphors make the invisible visible. If you have insights into challenges or unusual uses that people have regarding the product or service you're there to discuss, share this compelling food for thought.

#### **6. Have a strong opening and closing.**

People remember the opening - first impressions count! The closing is important as it should reinforce the key message you want the audience to take away. Ending with a call to action can be a powerful way to get your audience to act on your message.

#### **7. Add value and extra detail via a handout.**

If you want to provide detail, just put it in a handout. You can get far more content across in the written form than in your verbal remarks. Equally important, you don't want people looking down and reading while you're presenting: This means they've tuned you out and are skipping ahead. Give them a leave-behind document after your talk and/or PowerPoint presentation is over.

#### **8. Have handouts ready to distribute at the appropriate time.**

Tell the audience ahead of time that you will be giving out an outline of your presentation so that they will not waste time taking unnecessary notes during your presentation.