

Presentations



Designing and delivering a presentation to colleagues or even worse, strangers sets many hearts racing and is often the cause of worry or concern. Here are some simple tips to help to get your message across without the fear.

This piece will take you through three stages: *Design, Delivery* and *Impact*.

Design

The first stage is designing your presentation and this is potentially the most important element, a clear, simple design that you are happy with and delivers the message in a coherent way to your audience is the most important investment you can make in a presentation.

1. Write out the 3 messages you want people to take away with them. Why 3? We are used to things in three parts from childhood stories. We can remember three points easily without strain. Most cultures use triads in their folk tales e.g. three wishes, three little pigs, three witches...
2. Break each message down into its key elements (preferably 3)
3. Think of an engaging and clear introduction. Good beginnings should give a clear overview and say what you are going to say, right from the start. Use your opening statements to give a preview and to make an impact
4. Create your structure. Here is a common outline for you to borrow

Introduction:

- State theme or headline (impact)
- Announce three main parts (preview)

Body:

- Part 1 key point (preview) followed by memorable “illustration”. Link to next section
- Part 2 key point – illustration - link
- Part 3 key point – illustration - link

Conclusion:

- Recap three main parts
- Echo theme or headline

There, that wasn't too difficult. Now what about delivery?



Delivery

The most important rule in delivery is KEEP IT SIMPLE. You might be an expert at what you are talking about but you need to get what you need to say over clearly and simply. This is not a competition to show who is the cleverest.

Here are some other simple hints and tips about delivery:

- If you are using visual aids or slides, KEEP THEM SIMPLE too. Do not crowd your slides with text, a few simple points or better still a simple image to support your message will be far more memorable.
- Try not to read from notes; if you don't have confidence in what you are saying it is unlikely that your audience will.
- SMILE, you might not feel like it but it will make you feel better inside and it will build confidence and acceptance with the audience.

Impact

To really make your message hit home consider one or some of the following for your next presentation:

- Linking information: make sure that you provide easily understood connections between points and sections. Treat each section as a microcosm of the whole, and link back to your main purpose so that people can see how it all fits together. If you can turn the whole presentation or a significant part of it into a story, people will be more likely to remember it.
- Repetition, repetition, repetition: Even an attentive audience member is likely to spend some time thinking about other things during your presentation. Ensure that someone who is only paying attention for 70% of the time could still remember your core argument. A point repeated is likely to be retained.
- Standing out: use lively or colourful anecdotes, surprising facts, vivid images, verbal tags or quotable phrases. Factual information and statistics can be stated in a range of different ways to make the stick. E.g. 61,000 patients a day miss their GP appointments which is potentially wasting the NHS £300million per year and is equivalent to a year's work for 1,300 doctors.

Summary

This Booster has taken you through three stages of effective presentations: *Design*, *Delivery* and *Impact*. One last idea:

1. Tell them what you are going to tell them
2. Tell them
3. Tell them what you've told them

Good luck

