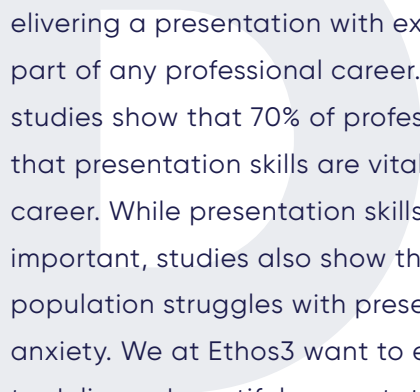


FIVE RULES FOR

PRESENTATION

S U C C E S S





Delivering a presentation with excellence is a vital part of any professional career. In fact, recent studies show that 70% of professionals believe that presentation skills are vital to growing your career. While presentation skills are extremely important, studies also show that 40% of the population struggles with presentation fear and anxiety. We at Ethos3 want to equip you not only to deliver a beautiful presentation but deliver that presentation with excellence. That's why we've put together the Presentation Training Blueprint. This guide will give you everything you need to develop as a presenter and knock your next presentation out of the park.



These
5 steps will
help you move
your audience
to action and
get the results
you
want.



**Ask good questions
before presentation day.**

As a thought leader, you will be invited to share your thoughts through a presentation. These are exciting opportunities and can be a powerful boost to your platform that help get the word out about your research, product, or idea. Upon receipt of this exciting invite, you may be tempted to accept immediately and move quickly into preparation mode. But we recommend fighting this urge so you can take time to ask some questions before you commit to ensure it's a healthy opportunity for you and your platform.

Here are a few questions you should ask before committing to your next presentation:

Who is the audience?

As a thought leader, you will be invited to share your thoughts through a presentation. These are exciting opportunities and can be a powerful boost to your platform that help get the word out about your research, product, or idea. Upon receipt of this exciting invite, you may be tempted to accept immediately and move quickly into preparation mode. But we recommend fighting this urge so you can take time to ask some questions before you commit to ensure it's a healthy opportunity for you and your platform.

Do I have time to prepare?

The only thing more damaging to a platform than a missed opportunity is a poorly delivered response to an opportunity. By not allowing yourself the proper time to prepare, you risk delivering a subpar presentation which will hinder, rather than help, both you and your brand. When asked to present, look at the timeline between the invite and delivery day, and then compare it to your schedule to ensure you have proper time to prepare.

What is the budget for an honorarium?

As a presenter and thought leader, you are delivering a service every time you present, and you deserve to be compensated accordingly for that service. By asking about the budget ahead of time, you'll be able to decide if this is an event you would like to participate in. This also allows you to make a decision about payment based on each individual budget rather than charging a flat fee that may or may not be affordable for different organizations.



How long would you like me to present?

This question is key when it comes to proper preparation. Understanding how much time you will have to fill allows you to custom design your talking points. Never make an assumption about how much time you're expected to fill; you don't want to be caught on presentation day with too much or too little content.

Where is the presentation? And is there a budget for travel?

This is a two-in-one question. There will be times when an organization will ask you to travel for a presentation. Be sure to consider the time that it will take to get there and back before you commit to the engagement; scheduling conflicts are not only stressful, they make you look unprofessional if you have to cancel an event at the last minute due to poor planning. Also do the research to see how much the travel and hotel stay will cost. You should then request the organization to pay the cost of that travel or to increase your compensation accordingly.

Presentations are an exciting opportunity for any presenter. While it is tempting to jump in with both feet, it's important to think through all the details and logistics before saying yes. By asking these 5 questions, you'll have a great understanding of what you are getting into ahead of time.

A black and white photograph of a person's legs and hands standing on a weathered wooden post. The person is wearing dark pants and sneakers. Their hands are resting on the top of the post. A hammer is lying horizontally across the post, and a metal rod is lying diagonally across the lower part of the post. A large white circle is positioned behind the person's hands, and a white rectangular box is positioned below the hammer.

**Accept and leverage
your presentation fear.**

Glossophobia is commonly known as the fear of public speaking, and it's remarkably common. In fact, some experts would say as much as 75% of the population struggles with some form of glossophobia, with 10% of the population suffering from a debilitating case. Here's the thing about fear – it's not the enemy; it's a tool! Fear is completely natural and a healthy response to uncertain situations. It can also be a powerful motivator as well as remind us of the importance of taking the perceived threat seriously. When it comes to a fear of public speaking, these natural responses create a perfect atmosphere to create an impactful presentation.

Fear is a natural reaction, and if you learn embrace it and leverage it, you'll be able to give any presentation with confidence and enthusiasm. Once you understand how to harness your fear of public speaking as a presentation tool, you'll want to get on stage every day.

Here are 3 tips to accepting and leveraging this secret weapon:



Embrace the adrenaline.

When we feel fearful, our bodies naturally release a shot of adrenaline into our nervous system. This is our body's way of preparing to "fight" whatever we are fearful of. It's this adrenaline that makes us feel shaky and jittery (who knew fear and a cup of coffee had so much in common?). Next time you feel this way before speaking in front of a crowd, embrace it! This adrenaline is telling the brain that it's time to do something challenging. Take that extra energy and focus it on delivering the best presentation you can. Just remember that when you step on stage, you don't want to be visibly shaking from adrenaline, so if necessary, find a way to burn off the excess jitters prior to presenting to get your body calmed down a bit. A great way to burn off excess energy is to go for a brisk walk. This is a chance to expel some of the adrenaline so your brain can slow down and focus on what you are about to present.



Allow the fear to motivate you.

Personally, I am part of the 75% of the population that experiences a bit of nervous energy and fear prior to speaking in front of a crowd. The amount of fear I experience is directly correlated to how prepared I feel for the presentation. If I feel confident, I am likely to prepare less; when I feel fearful, I will spend hours preparing to speak. Allowing the fear to motivate your preparation is a powerful way to leverage what can be perceived as a negative emotion. Allow yourself to feel the fear and then allow that feeling to drive you to invest your time and energy into creating, practicing, and delivering the best presentation possible. The more comfortable you get, the less you'll be afraid once you begin your delivery, so you'll be well prepared for your presentation and able to feel at ease, too.

Practice, practice, practice.

This tip is based specifically around overcoming the debilitating fear that some people feel when it comes to public speaking. Practice is essential to any presentation. At Ethos3, we recommend that you practice your presentation in its entirety at least 4 times prior to stepping in front of the audience. However, if you experience a debilitating fear of public speaking, 4 times might not be enough. Practice until you feel completely comfortable with what you are presenting. It should feel as if this presentation is second nature to you long before you walk on stage. By investing the extra time in practicing, you will give yourself the comfort of knowing you have put in the time and there is little that can go wrong.

Glossophobia keeps many of today's population in the audience rather than on stage, which inhibits the flow of ideas and limits our exposure to innovative creations. By implementing these 3 tips, you are empowering yourself not to run from the fear, but rather to embrace it and let that fear motivate you. After all, your ideas are too important to keep quiet.

A black and white photograph of a person diving into a lake. The person is in mid-air, upside down, with arms and legs spread. The background features a large tree on the left, a calm lake, and steep, forested mountains. A large white number '7' is overlaid on the image, with a blue rectangular box containing the text 'Nail your opening line.' positioned over the lower part of the '7'.

Nail your opening line.

With first impressions taking just 1/10th of a second to form, the opening line of your presentation is crucial to your success as a presenter. This is the hook for your presentation and the piece that will help your audience decide whether you are worth listening to or not. Why then, do we so often start our presentations with lines like

**Good evening.
My name is _____**

**and today I'm
going to talk
about _____**

Nothing will convince your audience that they're about to hear a lackluster lecture quite like that opening line. With the statistics clear, we have to find a better way to open our presentations and draw in the attention of our audience, and I have found three sure-fire ways to do just that:

Use your Voice

Your Vision,

And your Visual.



When it comes time to open your presentation, a big mistake I see newer presenters do is not use their voice to draw people in. They fall victim to a lack of vocal variety and begin to sound more like the teacher in Charlie Brown than an engaging speaker. However, if you can learn to harness your voice right out of the gate, your audience will feel more connected and engaged than you ever expected.

For starters, try opening your presentation with contrasting volumes. Start loud and commanding by using your volume and tone to catch the attention of your audience and make them listen. Then lower your voice to a quiet empathetic volume, helping them to settle into their seats and connect in for the long haul. In some cases, you may reverse this by starting quiet and getting louder. Whatever your situation, use contrast to help your audience see value in what you are about to share.



vision

Deliver your

Any time I sit down to listen to a speaker, the thing I am most looking for is their vision. When I say vision, I am talking about the reason they are the one standing up and presenting, not me; it's the information or passion that they are looking to communicate. Vision is what people follow - not words or information - so lead with that vision. Let your audience know why you are there and why it's worth their time to listen to you.

A great way to ensure you clearly communicate your vision is by writing it out ahead of time. Whether or not you will say it exactly how you write it is besides the point, but by putting it down on paper, you are forcing yourself to articulate what is most likely so clear in your head. Then, when it comes time to share, use your vision as a way to stoke passion and inspiration in your audience. When people feel and see passion, they know it is something worth their time and will invest in focusing on your every word.

A grayscale image of the Statue of Liberty, showing the statue from the waist up, holding a torch in her right hand and a tablet in her left. The statue is positioned behind the large white text 'Visual'.

Visual

Use a

Did you know that a compelling visual increases information retention by 47%? That statistic is so important, yet we so often forget about it. When it comes to your opening line, a great visual can help cement your material right out of the gate into the memory of your audience. That visual will stick with them long after you have stopped presenting and serve as a benchmark when they are trying to remember what you shared.

Use a visual that embodies what you are about to share. Don't just settle for a picture of you and your family. Instead, find a picture of you and your family that speaks to your information. By doing this, you will build the rapport of being a likeable person as well as cement in the retention that comes from a compelling and relatable visual.

Opening your presentation can be difficult - and sometimes extremely stressful - but it doesn't have to be. Taking the time to focus on and prepare your opener will greatly increase your performance and ensure you draw in and engage your entire audience from the start.



Embrace your body.

I remember the first time I ever spoke in front of an audience. With a shaky voice, nervous body posture, and a speech that seemed to drone on for hours, I walked off the stage vowing to never make that mistake again. Since then, I have stood in front of countless audiences, not as a shaky and scared presenter, but rather as a confident professional, armed with some time-honored tools that always leaves the audience on the edge of their seats wanting more. I'm going to share those tools with you so you can put them into practice for your next presentation.

No matter what your audience looks like, there are 3 key physical qualities that every great presenter should consider.

These qualities will leave your audience feeling engaged, equipped, and empowered to take what they have heard and do something about it.

Stand up so they can see you.

Did you know that **55% of all communication comes through non-verbal cues?** In fact, according to a study conducted by Dr. Albert Mehrabian, author of *Silent Messages*, **only 7% of any message is conveyed using words.** With such a high percentage of all communication coming through non-verbal cues, we must become experts at our body and what it is doing during a presentation.

There is nothing worse than a boring presenter who stands with a slouch or a nervous presenter who is always fidgeting with their wedding ring. However, there is nothing more engaging than a confident presenter who stands tall and delivers with clarity.

If you want to become a great presenter, you have to start by looking at your body. Here are a few key ways to communicate clearly with your body language:

Lean in when presenting main ideas.

You must use your body to communicate "this is important."

Maintain prolonged eye contact.

Use your eyes to draw someone in to your presentation.

Eliminate any nervous tick.

Use nervous energy to create excitement, not distraction.

If you can master your body language, you can not only become a better presenter, but an overall better communicator.



Speak up so they can hear you.

While Dr. Albert Mehrabian found that 55% of all communication comes from non-verbal cues, he also found that **38% comes from vocal cues**. When I use the word vocal cues, I don't mean words; what I mean is the actual pitch, volume, and cadence of speech.

We have all been sitting in a room listening to a presenter that sounded more like the teacher from Charlie Brown than we care to remember. The monotonous drone of the presenter's voice begins to lull us to sleep and, in an effort to keep our eyes open, we begin to daydream about our next vacation. This is a perfect example of poor vocal variety and the damage that it can cause to any presentation. More often than not, it is not what we say, but how we say it that will stick with a person, because the way we say things elicits an emotional response. Cognitive psychologist Dr. Donald Mackay found that the stronger the emotional response to a word, the more likely a subject was to remember it. So why not take advantage of this simple psychological reality and capitalize on it as presenters?

As presenters we must learn to control the room with the **tone of our voice.**

Increase volume.

By raising the tone of your voice, you have the ability to create excitement and energy around your comment.

Slowdown.

When you slow down the cadence of your voice, you draw in the audience communicating importance.

Watch your pitch volume.

There are certain frequencies that are just harder to listen to than others. Make sure to control your pitch to keep your audience listening.

Shut up so they'll listen to you.

As of **2013** the average undivided attention span of a human was 8 seconds – that is 1 second less than the average goldfish. We cannot ignore this statistic when it comes to presenting, because as good as your content is, or as clear as your communication might be, your audience cannot pay attention for long.

The biggest mistake I see in presenters today is the desire to pack a ton of content into a presentation which leaves them droning on until the entire audience is checking their Facebook feed. Even those in your audience with the strongest ability to stay engaged will begin to disconnect after 20 minutes of straight talking. The human brain is just not able to stay engaged for that long, and from the 20-minute mark on, it will retain less and less information.

Clarity is your friend when it comes to presenting. These vital seconds can make a lasting difference in your audience's ability to stay connected and excited about what you have to say.

Know your content and deliver it.

Preparation is vital when it comes to clarity. If you don't know your content, you will waste time trying to remember instead of connecting with your audience.

Nail your transitions.

Transitions are one of the toughest parts of a presentation. Be sure to rehearse these ahead of time to avoid repeating and rambling.

Keep the flow.

There is nothing worse than confusing content that seems to jump from one thought to another. As a presenter, be sure your presentation flows smoothly and makes sense.

Becoming a great presenter takes time. It doesn't just happen overnight, and like my first time on stage, it comes with some mistakes along the way. If you can begin to master these three qualities, you will find that what was once daunting can become a powerful tool to move your company, product, or brand forward.

A large crowd of people is silhouetted against a bright stage with many spotlights. In the center of the image, a large white number '7' is superimposed over the scene. A blue rectangular box is positioned in front of the number, containing the text 'Create a compelling call to action.'

**Create a compelling
call to action.**

The most important part of any presentation is the call to action – a content device used to induce your audience to perform a specific act, like buying a product, investing in a company, learning more about an initiative, or contacting you after the presentation. This is the moment where you wrap up everything you have shared and invite your audience to take a next step with you. Whether you're delivering a sales pitch, TED Talk, or motivational speech, they all must have a call to action.

The trick to a call to action is that they must be **clear and compelling**; only then will your audience leave feeling like they have been impacted and ready to engage with you.

Here are **5 keys** to create a compelling call to action:

Begin with the end in mind.

When creating your call to action, start with the end in mind. Think through all the potential next steps your audience could take after you have delivered your content. You might be surprised at the many different ways your audience can engage with you, so use this as a brainstorming opportunity for new and creative ways to connect people to your message.

With all the options in front of you, it's time to narrow them down. Select three potential next steps for your audience to take. While evaluating your options, be intentional about selecting different levels of engagement. In order to see maximum engagement, select an option that speaks to different audiences.

Narrow down your options.

Create a strategy

In order for a call to action to be effective, you need a plan. Develop a strategy for implementation and assessment of each call to action you have selected. The fastest way to lose momentum post presentation is to not have a tangible strategy for your audience to follow, so do the work ahead of time to keep your audience invested.

When it comes to delivering your call to action, the team at Ethos3 recommends you write it out word for word in your presentation on its own slide. With so much preparation going into content development and slide design, you don't want to risk confusion during this final moment. Make sure your audience knows exactly what steps they should take next by allowing them to read and hear your call to action.

Include it as its own slide.

Follow up within 48 hours.

Studies have shown that following up with potential leads must take place within the first 48 hours to ensure maximum engagement. After 48 hours, the engagement levels drop exponentially which means you need to be on your game when it comes to follow up. Start with a personal phone call, and if you don't hear back, respond with an email the next day.

Calls to action are an integral part of every presentation. They move your audience out of their seats and into action, and it's your job as a presenter to inspire that response. By planning ahead and following these 5 simple steps, you are sure to nail your next call to action.



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**By planning ahead
and following these
5 simple steps, you
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**Start your
project & talk to
a presentation
expert **today.****

