

## TheSpeechCoach.pro Presentation Survival Kit

“I’m about to make a presentation and I’m just dreading it! Not only am I terrified, but what I have to talk about is just really dry and boring!”



I have heard this refrain, or something very like it, from so many of my students over the years.

I’ll deal with the fear element later but for now, how does anyone preparing a presentation who is secretly horrified by their own subject matter still ensure that they deliver the goods?

In any presentation, “delivering the goods” should mean:

1. That your audience is relaxed and attentive
2. That you hold their attention

**Ask yourself:  
“What would I  
like my audience  
to go away and  
do when they  
leave my  
presentation?”**



3. That when your audience leaves you, they should be able to give anyone else they meet a mini version of your presentation
4. That your audience should act on the message of your presentation - they should go away and do whatever it is that you want or need them to do

When you prepare your presentation, rather than fretting about how dull you think the subject matter is, ask yourself “What would I like my audience to go away and do when they leave my presentation?” Then ask yourself how much more exciting things would be if your audience took your message on board and ran with it?

These are the questions which are the keys to generating the excitement and the emotional investment that you want to create in the hearts and minds of your audience.

The core content of your presentation has to be seen as the key to a much-needed improvement of some kind. When you see your message in this new light, as the catalyst for creating wonderfully beneficial change, then you well are on your way to transforming not only your presentation, but also your whole arsenal of presentation skills!

Psychologically, the passion that the audience will see in your delivery will spark a thought process something along these lines: “This presenter is pretty passionate. If they care so much about all this stuff, then maybe I should too...?”

The fear or stage fright side of the presentation equation is perfectly natural. Our reaction as human beings to the prospect of delivering a presentation is pretty much identical our reaction to the prospect of an imminent bear attack. Our body produces a massive amount of our “fight or flight” hormone - adrenaline. This makes us feel pretty hyped up and panicky. You can burn away the surplus adrenaline by doing any kind of physical exertion - running on the spot, press-ups and so on.

Performers use “relaxation skills”. Effectively, they feel no less nervous than anybody else in a public performance situation but they make themselves consciously do those things that they would whenever they are relaxed. They breathe deeply. They first tense, then release

whichever of their muscles hold on to the most tension. For me this would mean my shoulders!

Your body has something very useful in high pressure situations: muscle memory. If you consciously do those things which you would do whenever you're most happy, confident and relaxed, you will even start to feel and believe that you are happy, confident and relaxed. There is a great deal of good practical psychology in the phrase "fake it till you make it"!

A failsafe structure for my presentations has always been the old maxim: "say what you're going to say, say it and say what you've said".

Of course, there are other important elements: clarity, audibility and plenty of attractive variations in your vocal tone.

A great exercise to encourage more vocal variety:

Speak aloud and gently move up in pitch slightly on each syllable:

"I can make my voice climb higher and higher."

This time, start higher and drop slightly in pitch on each syllable:

"I can make my voice fall lower and lower."

For a quick diction tune up, try this a few times, first slowly and then faster and then as fast as you can without losing clarity, maybe record your progress:

"She stood upon the balcony inexplicably mimicking him hiccuping and amicably welcoming him in!"

To find out how you can address all these elements and more, please visit:

[www.TheSpeechCoach.pro](http://www.TheSpeechCoach.pro)