

- Breath deep, talk from diaphragm, not from throat
- Speak with a wine cork in your jaw to unleash your facial expressions
- Pause instead of uh, um
- hold eye contact for several seconds
- Lose the fig leaf pose

**Tips**

- Hook the audience
- Set mood
- Give WIIFM
- Establish credibility & goodwill
- Give audience direction
- Preview main points

**Goals**

- Humor
- Quote
- Question
- Show of hands
- Imagine...
- Visual dramatization
- Cartoon
- Current event
- Personal story
- Startling statistics
- Schocking statement
- Subtopic

**Openings**

**Attention-getters**

**Rehearse, Re-hear**

- Benefits / advantages early on - disguised as entertainment
- May want to write out entire speech, then highlight key words
- Mindmapping
- Brain likes clusters, keywords, visuals

**Guidelines**

- People receive too much information
- Attention & retention spans are short
- Effective speaking requires good content AND entertainment
- Reason for presentation is to convince the audience
- 4 learning styles make up audience - don't miss any
  - Supporter
    - Start with Supporters
    - Benefits and advantages
    - Why/how it's good for everyone
  - Driver
    - What's the bottom line?
    - Evidence this works
  - Analytical
    - Supporting data
    - Looking for perfection
    - Details, facts
  - Expressive
    - Call to action
    - In the action
- Use "elephants" in presentaion
- People read 55% body language & facial; 38% audio pitch rate volume tone; 7% words
- Every presentation: Exciting, Purposeful, Lasting, Stimulating

**Presentation Skills**  
Gwen Resick-Rennich  
<http://www.gwenresick-rennich.com/>

**Powerful presenters**

- Energetic
- Movement
- Organized
- Fluidity
- Humor
- Varied pace
- Command of content
- Eye contact

**Powerless presenters**

- No energy
- Monotone
- Lack of passion
- Uncomfortable / unconfident
- Space fillers - uh, um
- Looking away, down
- Arrogant

**Why put effort into effective speaking?**

- Increase sales - make people confident
- Enhance visibility
- Advance yourself
- Persuade more and better
- Grow your influence
- Increase your credibility

**Know Your Territory - WIIFM**

- It's not about YOU, it's about your AUDIENCE
- What is size of audience?
- Are they young, middle, older?
- Gender? Ratio?
- Economic / educational level?
- Occupation / Professional status?
- Inherently interested in your subject?
- Knowledge of subject?
- Pro or anti your position?
- Biases / impressions about me, my company?
- Reason for attending? Inspiration? Entertainment? Persuasion?
- How well do they know me?
- Fears? Challenges?
- Goals? Wants? Expectations?
- Hot buttons?
- Types of info likely to gain attention?
- How much do I have to prove myself before they accept me?
- How can I link up with my audience?
- How do I come across?