

Must-Do Tips No 51 – Sure-Fire Presentation Winners

So what sets the excellent professional presenters apart from the merely good (or worse)? We have seen and worked with a lot of presentations and presenters in the professions. Once past the 'don't scratch your bottom' phase, there are certain key traits that many of the really good'uns have in common. These are they.

Tip 1 - Churchillian language

**"..we shall fight on the beaches,
we shall fight on the landing grounds,
we shall fight in the fields and in the streets,
we shall fight in the hills;
we shall never surrender.."**

As well as having a clear rhetorical structure, this most famous of powerful speeches keeps it fantastically simple. With blunt Anglo Saxon rather than (longer) Latinate words. Not one of more than two syllables until the last - a word of French origin. This is what gives it power. And it's what the best professional presenters do too - eschewing the temptation of all those wonderful, technical monstrosities.

Tip 2 - story tellers rule

"I will always remember the single mom who had adopted two kids with autism, didn't have health insurance and discovered she had cancer. But she greeted me with her bald head painted with my name on it and asked me to fight for health care. I will always remember the young man in a Marine Corps t-shirt who waited months for medical care and said to me: "Take care of my buddies; a lot of them are still over there....and then will you please help take care of me?".."*

The best politicians know about this one. You see, way before the printed word, mass media, film, MTV and the like, this is how we entertained each other and learnt. We told stories. It's fundamental. All the really good presenters do it. And they keep their stories relevant to their audience, human, and directly relative to their message.

* Transcript of part of the speech delivered by Hillary Clinton at the Democratic Presidential Convention, August 2008

Tip 3 - get them doing

As we all know, watching (as well as giving) a presentation is an odd experience isn't it? We just don't do it in almost any other context - a piece of sustained one-way communication delivered in person.



So as an observer, you don't have to have Attention Deficit Disorder to get bored and frustrated eventually - even with someone doing a reasonably professional job. The really canny presenters deliberately break this pattern by getting their audience to do things - however simple - as a part of their presentation: and before A.D.D. sets in.

People Scope works with professionals to improve their personal presentation impact. For more information hit 'Reply' and type **Sure-Fire Presentations**.

The incentivisation of professionals to build better client relationships will be part of a forthcoming People Scope CRM Resource Paper entitled "**Motivating professionals to succeed**". To pre-register for your free copy, hit 'Reply' and type **Motivating Professionals**.

Of course you could always....go to our website at www.peoplescope.com.

We welcome feedback on what you think about "Must-Do Tips". If you like it hit 'Reply' and tell us specifically what you have enjoyed. If there is a topic or issue that you would like us to cover what is it? And if there is something that annoys, tell us too! We want to improve.

Finally, if you do NOT wish to receive "Must-Do Tips", press 'Reply' and type 'Unsubscribe': we will do exactly that.

Best regards.

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