

PRO PRESENTATION TIPS

Exceptional presentation skills get you the winning edge.

No matter whether presenting as a team for an internal project, for your next client pitch or for your next career move.

Knowing how to present is an essential skill to get ahead.

FOCUS

Create sharp focus for yourself and your audience. Be clear on your topic, create a red-thread that runs throughout your presentation. Have an agenda and communicate your structure upfront. For longer presentations, make sure create summary slides. Follow a basic structure of: Opening, Content, Closing. Always close with a 'Thank You' before you open for questions.

SLIDES

Slides are there to guide, not to provide detail. Slides are not a teleprompter, so do not read from slides. Choose imagery to get key messages across. Only have only one key message per slide and make use of the 7 x 7 rule = 7 words per line, 7 lines max. Less is more. Avoid bullet points, use large font-size and use key-words. Steer clear of animations on slides, these usually distract more than they add.

BODY

Stand up and in front of your audience when you present. It conveys presence and status. Make eye contact with your audience. When moving, try to move slow and sideways – but don't overdo it. Keep your arms and the palms of your hands open, no crossing arms, no fist gestures. A 'hand on the head' (hair, ears, nose) is a total no-go.

VOICE

Speak loud and clear. Modulate your voice. Speak slowly and create deliberate pauses, especially when you want your audience to pay attention. Borrow from singing and theatre: practice using your voice.

CONTENT STRUCTURE PREPARATION

When preparing your content remember point 1: focus and keep it simple. Create a narrative for your presentation, don't start with building slides. Practice at least 10 times before presenting. Use a mirror, film yourself or present to friends and get feedback. Prepare mentally, visualize and repeat aloud "This will be great!". Make sure you are in control of your environment (technology, room setup etc.). Be on site in advance. Don't present with an empty stomach - and have a glass of water next to you.

