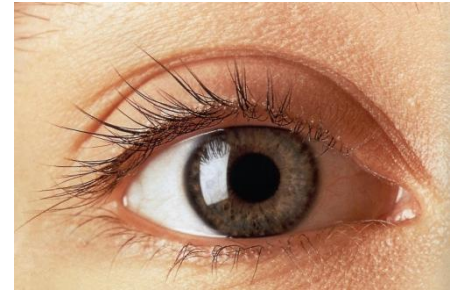


Visual



Vocal



Verbal



The
three
Vs

The Verbal channel

- Make it relevant & real
- Use the right words
- Shorten sentences
- Key message focus
- Bring ideas to life
- Be interesting/engaging



The **Vocal** channel

- Volume
- Projection
- Pace/speed
- Emphasis
- Rhythm
- Pitch
- Tone
- Pausing



The **Visual** channel

- Appearance, dress
- Posture and bearing
- Walking/movement
- Body language
- Gestures
- Facial expression
- Eye contact

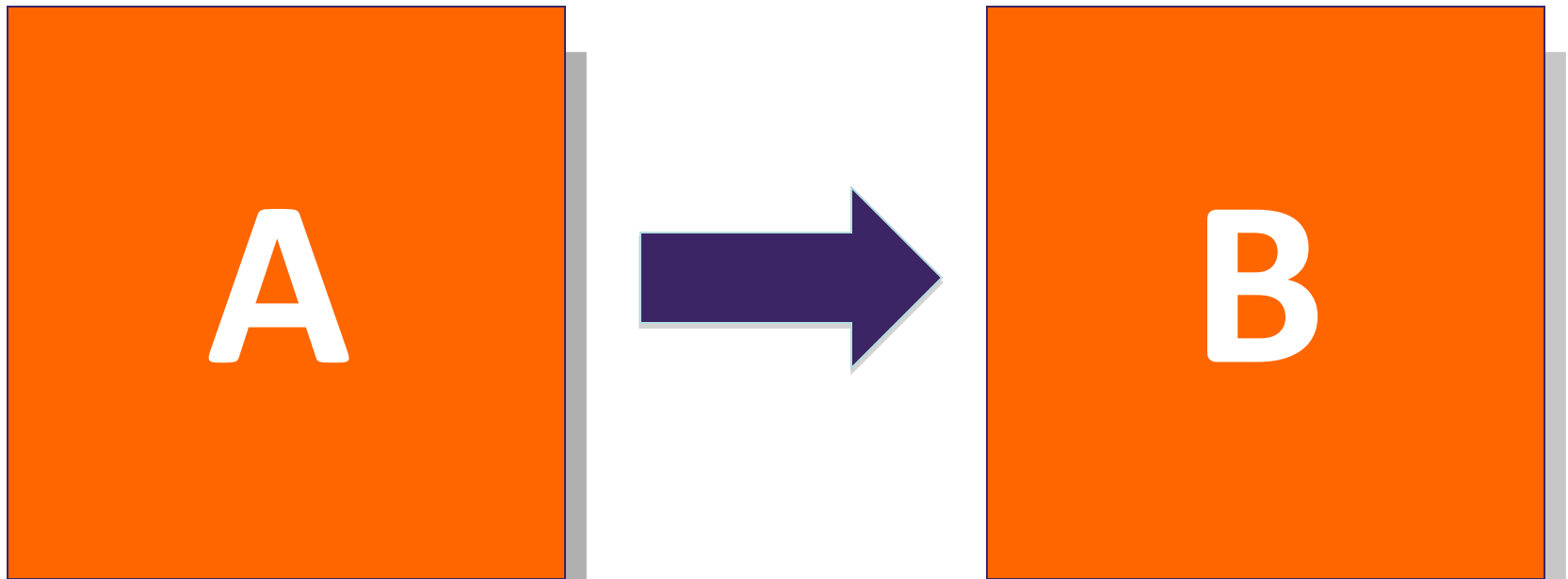


1



What are you looking to achieve?

When **presenting** you are an **agent of change**



What **specifically** do you want others to **know, think, feel, say** or **do** following your presentation?



is your **presentation**

For it to be **effective**
you have to **keep in**
mind your **outcome**

And use that **outcome** to
create clear, defined
objectives



Those **objectives** are like a
compass guiding the
content and **structure**

As a **result** of
my presentation **others**
will.....



As a **result** of my
presentation they **will**:

- **Know xxx**
- **Think xxx**
- **Desire xxx**
- **Understand xxx**
- **Feel xxx**
- **Do xxx**
- **Etc etc etc**



2

Successful presentations are audience-centred

What do you need to understand?



What is the intended audience for the presentation you brought with you?

3

Choosing the content

Deciding **what to include** and **what to leave out**

One of the big issues:

Getting the
level of detail
right

4

Structuring the content

How do you go about doing that?

Why is **structure** so **important**?

- Creates a **logical** flow
- Tells a **coherent** 'story'
- Easy for **audience** to **follow**
- Easy for **you** to **remember**



How do **you**
go about
structuring
your
presentations?



Different ways of **creating structure**

- Simple **brainstorm**
- **Mindmap**/spider diagram
- **Affinity** diagram
- **Sections** and **points**



Managing
audience
attention
span



The 10-minute rule

