PRESENTATION SKILLS

Does presenting in front of a group make you uncomfortable? Don’t let fear and anxiety control you. How? First, think of your audience. They are coming to learn about the information that you are sharing with them. Prepare for your presentation by first writing out your main points. When creating your slides, avoid filling them with words. Instead, consider using beautiful, professionally produced images that will stimulate your audience and support what you are saying as you deliver your presentation. Practice your presentation until you are comfortable. A smooth and well-rehearsed delivery will allow you to better connect with your audience. The following steps will set you on the path for success in presenting:

1. Research your topic so you can speak confidently about the topic.
2. Know your audience. Who are they? What do they need to know?
3. Build your slide presentation based upon your main points.
4. Rehearse your presentation several times to get comfortable with the content. This is key to controlling anxiety.
5. Arrive early to make sure the equipment is working properly.
6. As you begin to speak, connect with your audience by establishing eye contact and by speaking to their interests and values with conviction.

THIS WEEK:

If you’re just creating a presentation and you don’t know your audience, do a little research to find out to whom you will be speaking. If you have an existing presentation, review your slides and see if you can remove some bulleted text. Replace with an image that will convey the message while you speak.

KEEP ON LEARNING

- Watch this short video from LinkedIn Learning on Presentation Skills.
- Read this article from Mind Tools: How Good Are Your Presentation Skills?