Transform Your Presentation Skills
Consider the Challenge

3% Stimulating

13% Other

40% Sleepy

44% Boring

WSJ: Motivational Systems survey of 200 large company V.P.s
Dr. Albert Mehrabian, UCLA Professor 10 year study of non-verbal communication

Impact of Message

When Incongruent

Voice: 38%

Words: 7%

Non-Verbal: 55%
Image Factors

Professional Competence

How We Act

How We Look

How We Say It

What We Say
Guidelines

• Make brief notes
• Use evidence
• Know more than you can use
• Use visual aids to support your message
• Own your material
• Feel good about your subject
• Project the value of your message
Fundamentals

• Control butterflies
  • Deep breaths
  • Pep talks, Success Cards
  • Physical activity
• Don’t imitate others—be yourself
• Rehearse & Practice!
• Consider yourself honored
• Give sincere appreciation
• Play yourself down - not up
• Say “we”- not “you”
• Don’t talk with a scowling face or angry voice
• Talk in terms of your listeners’ interests
• Don’t apologize
Motivating Others to Action
The Magic Formula

Example

Time 90%

Action

Benefit

5% 5%
Dale Carnegie Training®

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