

# Presentations with Impact



**Lesley Morrissey**

**Book Ten**

HANDS ON MANAGEMENT  
Managing Yourself Series

# **Presentations with Impact**

**Book Ten  
Managing Yourself Series**

**Written by  
Lesley Morrissey**

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## **About the Author**



Lesley Morrissey is CIPD qualified and has worked as a training manager, human resources manager and management training consultant.

She has worked in the UK and overseas with a diverse range of nationalities and with managers of many levels of expertise. Without exception, her practical approach to solutions has been received with enthusiasm by trainees and companies with who she consults.

A great believer in 'getting what you expect', Lesley helps people to focus on what they want and then create a path to success.

Practical and pragmatic approaches to real world results are a particular focus for Lesley's development

strategies. “Does it really work?” is the benchmark all these techniques focus on. In the end the success of anything is in the results achieved.

Lesley now runs Inside News Limited specialising in Reputation Marketing.

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# How to use this book

This book aims to be a practical guide for you. There are many exercises that you will want to do – and should do to get the most out of what you will learn. You remember much more about something when you've actually done it for yourself, rather than when someone has told you how to do it!

There are places in the book where you can write notes and carry out the exercises. You'll recognise them when you see this sign:



By all means use these spaces to make this book truly your own.

If you have purchased an electronic copy you will need to print some, or all, of this out – or have paper handy. I find that it is a wonderful way to recycle the backs of old letters, printouts and photocopies that would otherwise have been thrown out!

If, like me, you have been indoctrinated at birth that defacing books is sacrilegious, then have a pad of paper at the ready!

If you simply read and don't take action you'll find the useful lessons will quickly fade and this will

become another of those books that gather dust (or fill up your computer hard disk).

**If you've bought this book because you want to improve your skills and your life - make this one count and take action!**



# **What's it all about?**

Most of us claim that we rarely if ever have to make a presentation – but our conception of a presentation is usually standing up in front of an audience at a conference or company event of some kind.

There are many other situations where you may have to make a presentation – to one person or to many people – and the same rules of effective presentations apply.

If you know how to construct your presentation you will be able to get your message across effectively and get the results you want.

Presentations may be:

- To your boss about a proposal you have to make
- To a client as part of a sales pitch
- To an operational team about a job that has to be done
- To a board of directors or management team about a critical issue on which you are the expert.
- At a conference about information you've been asked to share.

They all require the same level of research, thinking about what, how and why your audience will be interested.

Getting the content right is only half the battle – no matter how well you know your subject there is no doubt that standing up in public to speak is not a natural situation for most of us and we often find that nerves cause us to perform far below what we are capable of.

Some ideas on how to present yourself as well as your subject will ensure you have a fighting chance of getting your message across without forgetting anything critical or rambling in all directions. It will also help you to control your body and voice to ensure that they contribute to your message rather than detract from it.

Managing the equipment and supporting aids is the final step in this process – find out how **not** to inflict ‘death by PowerPoint’!

# What's in it for me?

You never know when you will be asked to make a presentation, so it's best to be prepared to acquit yourself with honours.

## Personal benefits

- You will be seen as someone who is able to get a message across professionally.
- Your messages will be heard, understood, and remembered.
- Your audience will stay awake throughout your presentation and will want to hear more.
- Your status as a leader will rise – good speakers are usually seen as leaders of people.

What other benefits might you get?



# **Why Make A Presentation?**

Most people make presentations because they are asked to do so. Some people make them to impress a group of people with their eloquence; others like to have any excuse to 'show off'.

Some of these presentations are successful in entertaining their audience. However, in business it is essential to have a clear idea of what you are trying to achieve by making the presentation.

If someone asks you to make a presentation the first question to ask is "What do you want me to achieve as a result of this presentation?" Then keep asking questions until you are satisfied that this is a useful exercise. You may get answers that include:

"You know more about this than anyone else."

"You're a good speaker and will convince them on this subject."

"You're the head of the department relating to the subject."

"Somebody has to do it."

In isolation none of these is a good reason to make a presentation. What you need to know is the purpose