

COMMUNICATING WITH **IMPACT**

E-Book

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The Secrets to Presenting Yourself Powerfully

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DONADIO'S SECRETS TO POWERFUL PRESENTATIONS*

(Study Guide)



- **Identify your Objective** - Clearly and simply state the purpose of your presentation. Know **why** you are giving it. Answer this question "**I am going to talk about (topic) to this audience so that they will (action word)**"

- **Know your Audience** - Find out as much as you can about the audience.
- **Do your Homework** - Your preparation could include research (newspapers, magazines, product literature...), interviewing people and reflecting on your own experience. **Remember, "The more you sweat in advance the less you sweat on stage"**.
- **Outline, Plan and Organize your Presentation** - Use mind mapping, index cards, "post it" notes to outline your presentation. Then break your presentation down into **three basic parts**:
- **Dynamic Opening** - Capture the audience's attention, establish rapport and introduce the content. Clarify why you are here and give the audience a reason to listen (WIFM)!
- **Body**
 - Condense all the information into 1 - 5 **main points**.
 - Have **supporting information**, facts or stories for each point. Use transitions to connect the points together.
 - Keep the **objective** of the speech in forefront of your mind.

TIP - Try taking question before closing, i.e. "*Before I close, are there any questions?*"

- **Closing**
 - **Review main points** - reinforce and summarize.
 - **Call for Action, Acceptance or Approval** - what do you want the audience to do?
 - **Closing Statement** - leave them with a positive impression (after Q&A)
- **Focus for Effectiveness** - Eliminate any material that does not support your **objective**! A focused message is a strong message.
- **Fine Tune** - Review your handouts. Prepare your dynamic opening. Add stories, humor, group exercises, and props... Mark your notes for time frames, smiles, pauses, stories, etc.
- **Prepare Visuals Aids** - Visuals aids should support/reinforce! Keep them simple-key phrases only! Use color and graphics for emphasis.
- **Practice, Practice, Practice!** - Develop **confidence** through practice! Rehearse your presentation aloud, anticipate questions, practice using your visuals and remember gestures/eye contact establish rapport with your listener.

"If I miss a day of practice I notice it. If I miss two days, the critics notice. And If I miss three days the audience notices." --Arthur Rubinstein (Music Conductor)

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IMPACT Checklist

DONADIO's Presentation Checklist*

A. Preparation

1. Do your homework. Find out about your audience. How long should you speak? What time do you start? Why are you giving this talk? Prepare your presentation, write out your notes, weed out excess material, plan a variety of tools and rehearse.
2. Discuss your equipment needs: overhead, slide, or movie projectors; VCR; flip chart and easel; microphones; white or chalkboards....
3. Get directions to facility. What room are you in? How early can you get in?

B. Upon Arrival

1. Arrive at least 30 minutes early and check room setup.
2. Test equipment and audio.
3. Look for host and meet others who will be in your audience.

C. Before You Speak

1. Avoid alcohol or other food (like milk) that could coat your throat.
2. Warm-up your voice and your body. Speaking/humming is helpful. Stretch.
3. Breathe! A couple of deep breaths will help you calm down.
4. Take a last minute look at yourself; comb your hair, straighten your clothes.
5. Remind yourself to have fun and enjoy the experience.
6. be sure the introducer has a copy of your introduction. Always carry an extra copy.

D. As You Begin

1. Walk slowly to front, acknowledge introducer and place your notes on the lectern.
2. Pause. Size up your audience. Look for 2 to 3 friendly faces. Initially speak to them as if talking to a person one-on-one. Then gradually expand your eye contact.
3. Begin with Impact. Deliver your *memorized*, opening statement with confidence!

E. While You Speak

1. Keep your goal (objective) in the forefront of your mind.
2. Do not shift back and forth. Maintain good posture.
3. Project your voice so everyone can hear you. Be sure to breathe properly to support your voice.
4. Establish eye contact with all your audience. Remember you are speaking to individuals who happen to be in a group.
5. Use gestures to emphasize your words.
6. Vocal variety is important. Vary the pitch, speed and volume of your voice.
7. Deliver your closing with conviction. Leave the audience with a positive impression.

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Increasing Your Effectiveness through Visuals*

Visuals can be used to open/close, emphasize, control the audience, change the pace or mood, reinforce messages, or as guidance for the presenter.



Type	Purpose	Tips
<p><u>Slides/ PowerPoint</u> (Large groups)</p>	<p>Reinforce Material Permanent Road Map for you Focus Attention</p>	<p>Maximum 1 slide/minute (if very technical) If use Text - Maximum six lines of text/slide If use Text - Maximum six words per line Correlate with content/handout Use Headings and number items List Main Points (use #'s or letters-easier to refer to) Go to blank screen between slides using "B" key Have spare bulb Simple Diagrams (if complex, break into two slides) Do not read slide Look at people not screen Be careful – not too much/complex information Pictorial Graphic</p>
<p><u>Handout</u></p>	<p>Use here to reinforce Gives more details Give Background info Take home for reference</p>	<p>Space for Notes Participants fill-in blanks Easy to read, simple Follow presentation (same order) Use variety - bullets, graphics... Provide references for further info Correlate with visuals Have contact information on handouts</p>
<p><u>Flip Charts</u> (Small Groups)</p>	<p>Record Data</p>	<p>Tearing- Pull Down Simple - Key Words/Sketches Print - Use Colors Tape on Wall Pencil Notes in Advance</p>
<p><u>Posters</u></p>	<p>Focus Attention Permanent</p>	<p>Key Words/Ideas/Pictures/Graphs</p>
<p><u>Video</u></p>	<p>Replace Lecture Enhance Lecture Model Behavior</p>	<p>Assign viewing tasks Turn down lights Preset volume Debrief/Discuss</p>

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Where to Get Speaking Exposure and Experience

Here are a few organizations that are looking for speakers:

Moose Lodge	American Bar Association
Fraternal Order of Police	Labor Organizations
Small Business Administration	College organizations
Urban League	Trial Lawyers Associations
Dental Society	Municipal Leagues
Community Action Agency	Jaycee's
Farm Bureaus	State Sheriff's Association
Rotary Clubs	Parent-Teacher Associations
Knights of Columbus	Senior Citizen Groups (AARP)
Kiwanis Club	High Schools
Lion's Club	Fraternity and Sororities
Women's Clubs	Realtors Association
Church Groups	City Council, County Commission
League of Women Voters	Junior Achievement
American Legion	Manufacturing Associations
Auto Dealers Association	Builders Association
American Cancer Association	Association of Chiefs of Police
Athletic Associations	Retail Merchants Associations
Retail Grocers Association	Boy/Girl Scout Troops
Educational Institutions	Elks Club
YWCA/YMCA Clubs	Volunteer Organizations
Chamber of Commerce	Veteran of Foreign Wars

These are just a few examples to get you thinking. Develop your own list from your community and begin to set up opportunities to practice speaking.

