

Get Good[®] At Presenting Top Tips Sheet

from Motivational Speaker and Award-Winning Presentation Coach Lee Jackson

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Answer the question that every audience is asking:
W.I.I.F.M?

Tell More Stories

What is the purpose of your talk?
A:
B:
C:

And what is your **CORE** message?

Be **125%**

Bullets kill people and presentations!

Start with a blank page

Bad routines can make us anxious.
What is your pre-talk routine?

get good[®] at PRESENTING
The no-nonsense guide to authentic and engaging public speaking
Lee Jackson
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Presenting is a funny thing. Most of us have to do it but we hardly ever get trained in it.

Like most things in life getting good at presenting is a combination of learning a few skills, then practicing those skills until we master them. As we grow into a confident speaker we then learn to rely on our learnt skills, good preparation and our experience. Nothing will ever replace time on your feet speaking, (or 'stage time' as it is known) but a few shortcuts are possible. Firstly, we have to get away from our laptop and slides and start to plan properly, then we can learn some delivery tips and finally learn how to use and control our nerves so we are able to deliver confidently.

Preparation: Get to the core of your message. Ask yourself why am I doing this talk? No seriously I mean it - most people don't do this and so what we get is death by bullet point. Once you know what the purpose of your talk is you can plan much better. Next, answer the question that all audiences are screaming at all speakers **"WIIFM?"** "What's in it for



BE YOURSELF

It's good to have role models but be yourself on stage not someone else, even your hero



GIVE THEM VALUE

A talk is never about the speaker, it's about giving the audience value, be generous



TELL MORE STORIES

Well told stories make a talk memorable, you can even tell stories about data!

TOP TIP!

Make your slides as good as your talk!

The power of bad slides is strangely addictive. People can read a book or go on a presentation course and still say (or think) "I'll just use my old slides again" completely ignoring what they've been taught and experienced. People get drawn back to their old, often Death-by-PowerPoint slides like a gambler gets drawn back into the betting shop. It sounds overdramatic but it is true, I've seen it a lot. If you want to get great slides you have to first of all STOP and ask the question, who are slides for? Once you have answered that question it changes everything.

Slides are for your audience, they are not for you as a speaker, they are not a script or a crutch, they are for the audience and therefore you should design them with the audience in mind. What would you like to see on slides as an audience member? I guarantee that it won't be loads of bullet points. Bullets kill people and presentations! No one has ever laid on their death bed and said "Oooh I wish I had seen more bullet points!". So keep your slides big and bold. Use big images and less text. If you are in a business, use images of your customers who are happy with your product. Think visually with big bold images that are a great backdrop to your talk, not a bullet-pointed script.

me?!". Once we answer that in our planning stage and tell them that on stage, then they'll listen more, because then they are invested in your talk. This makes a big difference. Next, use some post it notes to plan your talk in 3-5 minute "chunks" and then you have a chance to move your talk into the right order. Never use lined paper, always blank paper and post-it notes or mind-mapping.

Delivery: Walk and stop walking on stage. As they say, motion creates emotion, so move around with purpose, but don't just wander, and then stop when you want to make bigger points with a little more gravitas. Don't forget to smile, get brief eye contact (but don't stare!) and make yourself 125%, that is 100% you and 25% bigger for the stage. Boring speakers are 'smaller' on stage, engaging speakers own the stage. Don't act though, just be a little bit bigger, in volume and actions. Practice doesn't make perfect, but it is essential for success. I'd advise you to practice little chunks of your talk, maybe while driving or walking, but don't practice the whole thing in front of the mirror, that won't help, it is myth, you'll just end up staring at yourself, over analysing and become robotic in your delivery. A great speaker doesn't just deliver a script, they engage an audience.

Anxiety: Most people I've helped over the years say that they haven't got a pre-talk routine, but they usually have, and sometimes those routines can be bad, making them feel nervous. They start thinking things like "I'm a terrible speaker." "They'll all hate me." "I know nothing." "I hate the sound of my voice." "I once messed up 10 years ago!" We have all been there. There is no doubt that speaking up front is out of our comfort zone, even great speakers and entertainers get nervous. So firstly understand that a few jangly nerves are a good thing, to an extent, they help us to be on our game and be up for the challenge. But getting into a good routine can make all the difference. Be kind to yourself, remember the times you did well. Remember that you know your job and remember that no audience wants you to be bad, they want you to succeed! So get out there and nail it.



Lee is a professional speaker with over 25 years' experience speaking in challenging situations including adult prisons, young people's secure units, large business conferences and local schools. He is an award-winning Presentation Coach and author of 12 books including 'Get Good At Presenting' and 'Powerpoint Surgery'. In 2017 Lee was the national President of the Professional Speaking Association in the UK and Ireland. He regularly trains and coaches leaders across the UK and beyond to help them to Get Good At Presenting. You can book him too by calling 01132170081, 07977039015 or by emailing lee@leejackson.biz

Have you heard his podcast yet? **Get Good® At Presenting The Podcast** is a free audio resource available everywhere. Down to earth interviews with speakers and experts to help you become a more confident and engaging speaker. Loads of great advice, no complicated jargon and some laughs too. Search for it on iTunes, Spotify or your favourite podcast app or all the links are here... <https://www.leejackson.org/podcast>



Want to learn some more?

Get Good® At Presenting, the book is available everywhere now. More info here... <http://bit.ly/LeeJacksonWebShop>

"Read this book and you will get good, guaranteed. It does what it says on the tin...except it's a book"

John Archer, Award-Winning Comedy Magician and Two Time BAFTA Award Winner

"When it comes to presenting Lee has been there, done that and got the t-shirt. Which is why this book is invaluable. It's written by someone with both expertise and experience and that's what makes it one of the best you'll read on the subject"

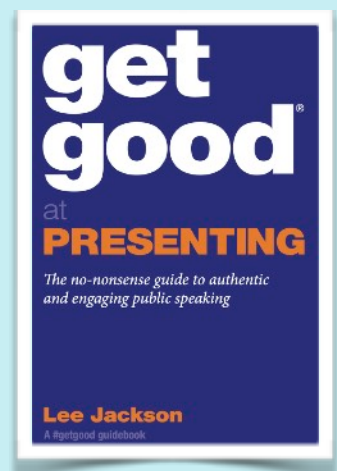
Paul McGee - International speaker and bestselling author of SUMO

"Lee has provided here an honest and simple way to be more engaging and funny while speaking up front. Lee knows his stuff and here he's upfront about how to excel up front. Learn from the master!"

Paul Kerensa - Comedian/Writer (BBC's Miranda, Radio 2 and Top Gear)

"This book will bring comfort to the 99.9% of us who see presentations and speaking as a learnable skill rather than something that the other 0.1% are born with. It is about three Cs. Giving the reader the competence, commitment and confidence to inspire others through the spoken word"

Phil Jesson, Former Head of Speaker Development, Academy For Chief Executives



Presentation Skills...	Jargon	Acronyms without explanation	Too much content	Talking too fast
Presentation Skills...	Random story	Projector shining on presenter	Boring intro	Over running the allotted time
Blank row to add your own...		Bad Talk Bingo!		
Slides...	Times New Roman font!	Comic Sans font!!	Low resolution photograph	More than 3 bullet points
Slides...	Reading from the slides	“These aren’t my slides”	“you can’t see this so I’ll read it”	Dull corporate template

Take this to your next conference. If you get a full house tweet it to @leejackson #badtalkbingo #getgood :)