



WET CEMENT

— MAKE YOUR MARK —



MAKE YOUR MARK

10 TIPS FOR FEARLESS PRESENTING

1

MAKE IT VISUAL

Slides are not a teleprompter.

Slides are visual support that bring your concept to life. If the font size is smaller than 30, there's probably too much text on the slide!

To ensure your audience listens to you speak vs. reads your slides, minimize the text in your deck.

Lose the clip art and replace it with high-quality images

(Check out [Unsplash.com](https://unsplash.com)--it's our favorite)

2

BE A STORYTELLER

Your audience will be exposed to a LOT of information over the course of a meeting (or a whole day of them!).

The easiest way to make your content compelling, relevant and memorable is to deliver it in story format. Focus on the challenge that's keeping your audience up at night, and how your company/brand can help make them the hero. It will release oxytocin--the trust and empathy hormone--and they will remember the content 15-22x more!

3

ONE KEY INSIGHT OR TAKEAWAY PER SLIDE

It is difficult for meeting attendees to truly grasp multiple points on a single slide. Make ONE point on each slide, underscore it, then move on to the next slide.

If a slide has several points, break them up into several slides or be very clear that you want attendees to take away points 1...2 and 3.

4

BEGIN WITH THE END IN MIND

What should your audience
walk away with at the
end of the meeting?
How should they feel?
What should they do tomorrow?

Start there and then reinforce those
points at the conclusion of your
presentation.

*Remember, it can't be 10 things!
Stick to three as a max.*

5

THINK OF YOURSELF AS A PERFORMER

You are
essentially 'on stage.'

According to research, your delivery matters just as much (if not more) than the content. More than half of what your audience remembers is based on your non-verbal delivery.

Practice including hand motions/gestures, facial expressions, enthusiasm, props, humor, expert pauses and vocal variety.

6

PAUSES ARE POWERFUL

Nothing makes more of an impact than a calculated pause when someone is speaking. Use it to underscore a point or after you ask a question.

It packs a lot more punch than "filler language" (you know, umm, like, just, etc.)

7

GO HANDS FREE


Lose the notes.

No one knows what you were SUPPOSED to say so don't worry about missing a detail and focus instead on your delivery.

A great presentation feels like a conversation-- and that's never scripted.

8

STAND AND DELIVER



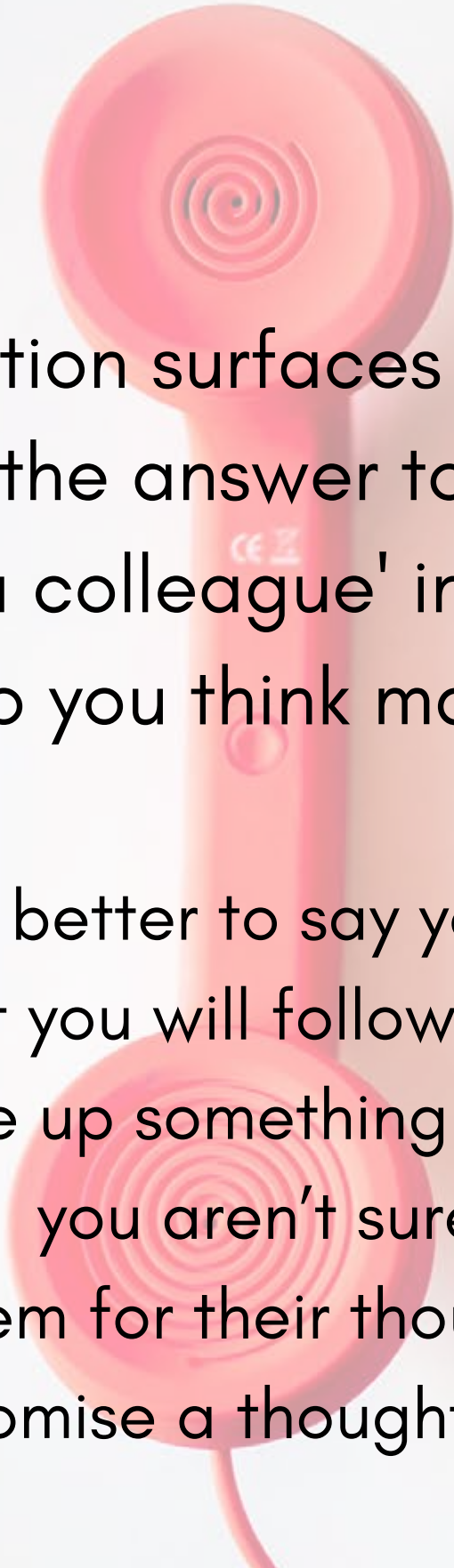
Whenever presenting to three or more people, get up out of your chair and move around the space to keep everyone engaged.

Why does it matter?

It shows respect and effort, plus it commands their attention.

9

PHONE A FRIEND



If a question surfaces that you don't know the answer to, it's OK to 'ask a colleague' in the room who you think may know.

It's also far better to say you don't have the answer but you will follow up with it. Never lie or make up something on the spot that you aren't sure of.

Thank them for their thoughtful answer and promise a thoughtful response.

10

SOUND LIKE A ROLLERCOASTER

Vocal variety entertains, engages and keeps it interesting.

Think of your delivery like a rollercoaster—there should be highs and lows, the cadence/speed should change, you may feel suspense, or the need to laugh, and there should always be a definitive end (once you've made your point, stop.)

**NEED EXPERT HELP TO CREATE A
POWERFUL PRESENTATION AND BECOME
A CONFIDENT COMMUNICATOR?**



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IS HERE FOR YOU

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