



London Speech  
Workshop



## 7 TOOLS FOR GIVING AN AMAZING PRESENTATION AT WORK





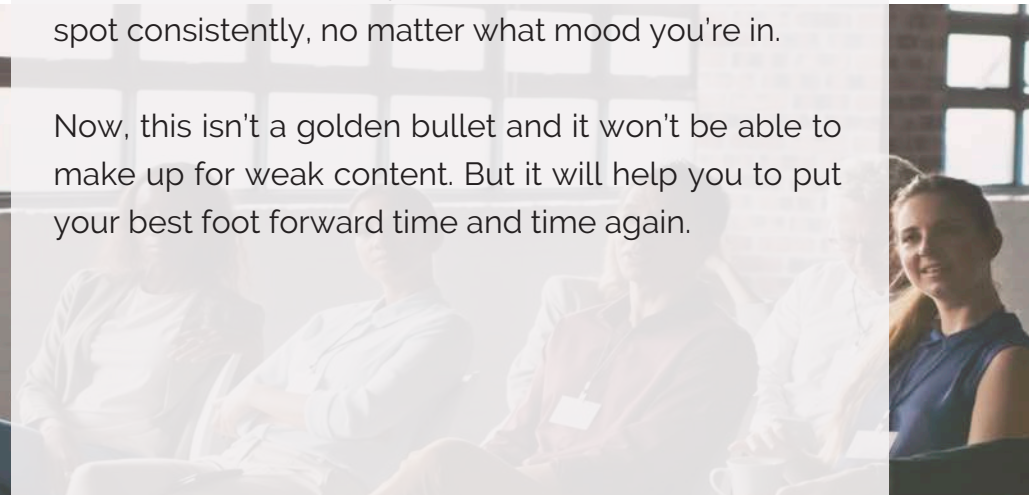
# INTRODUCTION

Wouldn't it be great if when you stood up to give a presentation to your team, you knew with complete certainty that it would knock their socks off? That you would wow them with your eloquence; intrigue them with your style; leave everyone wanting more, and all this whilst effortlessly appearing open and engaging. Wouldn't that be great?

Unfortunately, most of us will find that consistently delivering fantastic presentations is really rather hard. It's more likely to be the case that sometimes it feels great, and you come away buzzing whilst other times it feels like you'd rather be anywhere else than in front of the audience delivering that presentation.

If like most of us, you have good and bad presentation days, then you could probably benefit from a few powerful tools to help you hit that presentation sweet spot consistently, no matter what mood you're in.

Now, this isn't a golden bullet and it won't be able to make up for weak content. But it will help you to put your best foot forward time and time again.





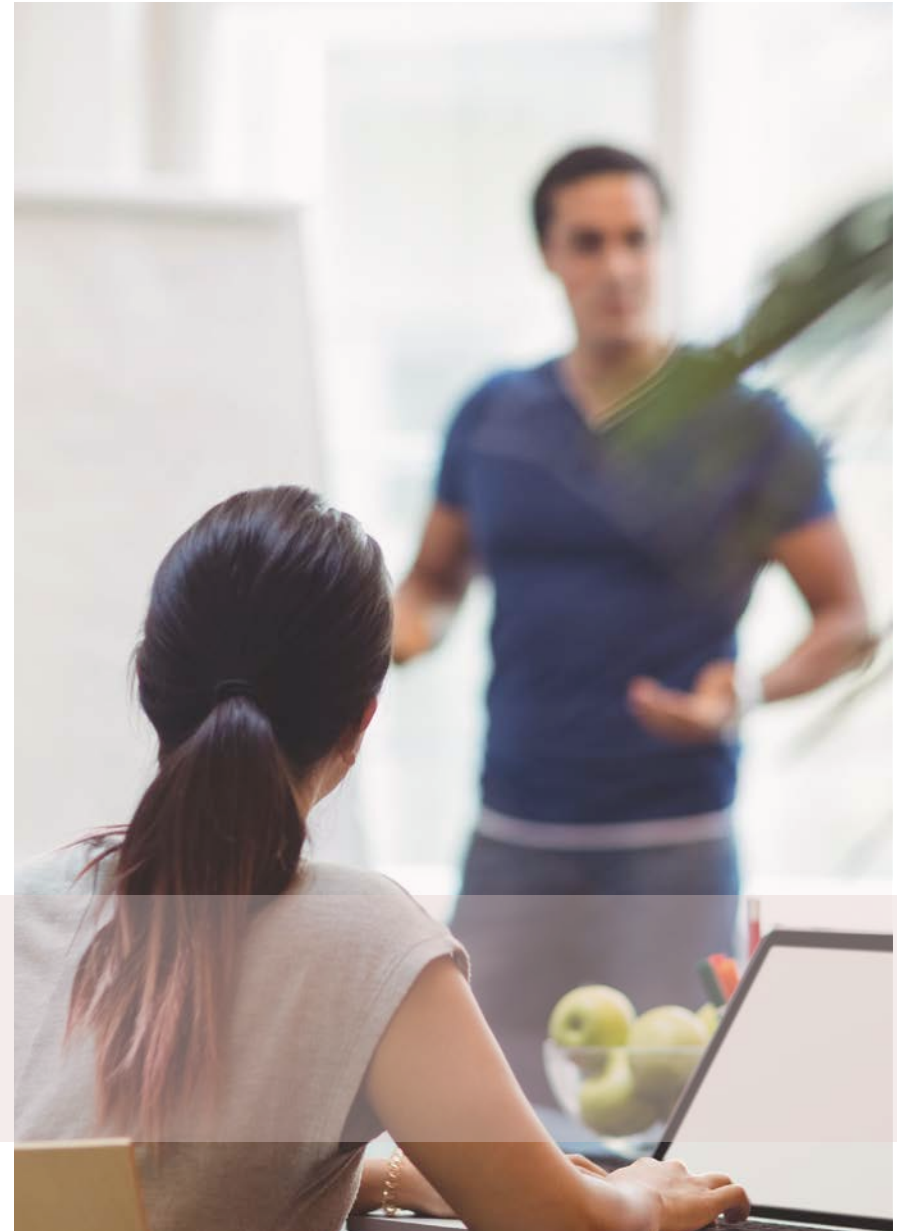


## TOOL ONE:

# THE FLOOR IS YOUR FRIEND.

When giving a presentation, use the floor to ground you. It is the *terra firma* beneath your feet that, if you let it, can support you psychologically as well as physically. Firstly, stand firmly on the floor with your feet hips' distance apart. Imagine your feet and legs are tree trunks, and root yourself. Feel your energy spread from your feet into the ground and then energy from the earth come up to meet you. It may sound a bit silly, but this simple visualization will stop several of the tell-tale ticks that can signal your discomfort to an audience, such as swaying side to side or aimlessly walking around, distracting them from your message.

You can still move when using the floor, but this little tool helps you to come across as more confident and physically powerful, as well as helping you to feel stronger and more grounded.





## TOOL TWO:

# DELIVER YOUR IDEAS TO THE AUDIENCE.

This idea of delivery features a lot in our books and in our Effective Communication course, and it is so important. When we speak, if we look around the room rather than at the audience or listener, then the message is: 'I'm not that bothered about you'. If we direct our energy, our voices and eye contact to the listener then the message is: 'I care about you and I want to make sure you hear me and receive these ideas'.

This is an incredibly powerful tool for building a connection with the listener or audience. In delivering your message to them, you are exchanging energy with them, and proclaiming the value of what you are saying. And good communication has value at its core.

So how do you 'deliver'? It's really simple. You look with intention at your audience or an individual at the final word or two of each major thought, unit, or sentence. It's very different from looking up in the middle of a sentence (the message of which is 'I'm checking that you are still listening') – so please avoid doing that if you can. Instead, if you connect with your audience on those final words of a thought or sentence, the message is clear: 'I value what I am saying, I value you. And I want you to know about it.' Now we're cooking with gas!







## TOOL THREE: **POSTURE.**

In terms of posture, one inch makes all the difference. Roll your shoulders back when you come into the room. To release any tension, do some spine rolls. Then stroke your shoulders back with your hands. Have your fingers meet in the middle of your chest and stroke outwards. Use your fingers to lengthen the space between your ear lobes and your shoulders by bunching up your fingers and then spreading them in this space. This will tell your body where you want it to go.

Good posture is crucial to making a good impression, showing confidence and feeling like you are the real deal. Not only will it change how people perceive you, science tells us it changes the actual biochemistry in our brains, so you will feel different too!



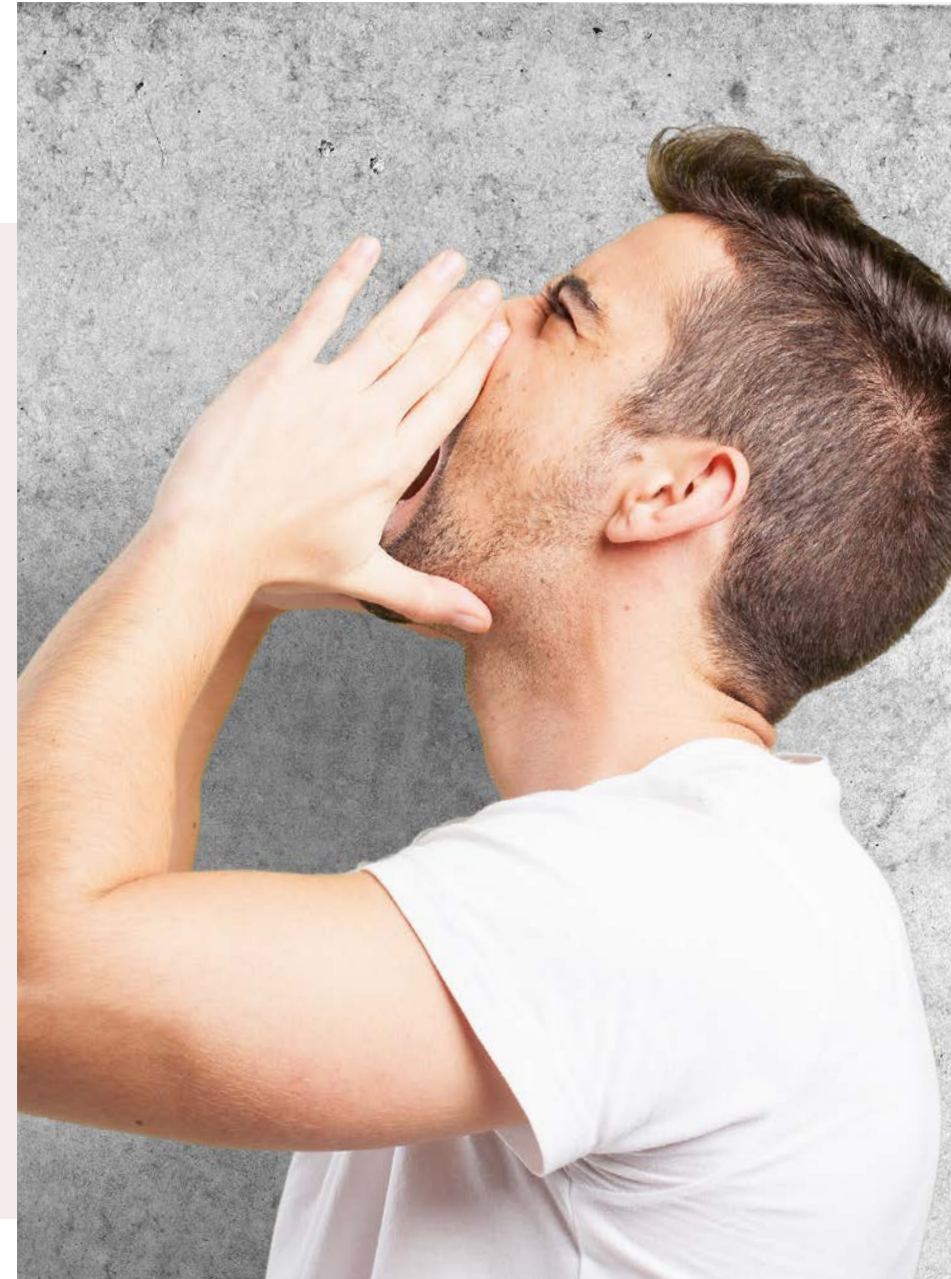


## TOOL FOUR: **VOCAL REACH.**

Make sure that you can be heard by projecting your voice to the other side of the room. You can warm up your voice prior to the talk with a few long 'umms' and 'mmaaaas'. Let the sound vibrate on your lips when you are making the 'mmmmm' sound and then release the sound on the 'aaah'.

Put your hand on your belly and try and engage it as you release the sound. If it is engaged, you will feel your muscles working underneath your hand, and your voice should have some more power too. Push against a wall and make a 'mmaaa' sound to feel your intercostal muscles working. Now, to continue the practice, and if you are in an empty room, take steps backwards from the wall, and count to three, projecting your voice to the wall. Each number should take one breath and you should be trying to make that number hit the wall. It's important not to shout, but to project or intend your voice to the wall.

When you have counted to three, take another step back and do it again until you are at the other side of the room. Your voice should be strong and sustained, and you should find that by making eye contact where you want your voice to get to, it is easier to get your voice there. Which reminds us of tool number two – Deliver Your Ideas to Your Audience.







## TOOL FIVE:

# DON'T TALK TOO FAST... OR TOO SLOW!

Avoid speeding along or speaking at a snail's pace. The former will lose half the people listening as they struggle to keep up and digest your thoughts; and the latter will mean people fall through the gaps and lose concentration. So, how do you find the balance?

Well, it's about using plenty of pauses or beats at the ends of your thoughts, or after important words, and putting energy and colour into your voice while you are speaking.



A really good way to do this is to mark out your presentation with points where you can take a little pause, to make sure you don't rush along, or pause too much. A good guide is to use between 2 and 7 words between each pause. If there is a complex multi-syllabled word, it can be good to pause after it to ensure that people take in the word. Once you've done that, practice and make sure you make each unit sound interesting!

If you are not using presentation notes and doing this more ad hoc, with a bit of practice you can still use the pause technique. Try using your arm and hand to draw a small arc for each unit. If you practice in front of a mirror you could do this as a little hand flourish (which you can then take away later). If your hand has landed and you are still speaking, your sentence is probably too long!





## TOOL SIX:

# MAKE EYE CONTACT WITH SPECIFIC PEOPLE AND, IF APPROPRIATE, SMILE!

Make sure that you connect with your audience through facial expression, smiles and eye contact. If you do this, then people will feel connected and more likely to engage and ask questions. Smiling only works if you feel comfortable and if it feels appropriate, so if you don't want to smile, then don't. But at least make sure your face is relaxed rather than filled with tension or nerves.

To relax your face prior to your speech and release any tension, open your mouth and rub both hands in your cheeks, drawing your jaw down. Do some big chews as if you have a mammoth piece of chewing gum and give yourself a little facial massage.







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## TOOL SEVEN:

# ENJOY YOURSELF!

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I saved this one for last. Yes, it's business and maybe you are speaking on a subject you are not that wild about, but I can't state enough how important it is to bring some passion and enthusiasm into your presentation. If passion is present then it can lift the driest speech into the realms of good communication, because passion is contagious.

If we see someone passionate, then we see them filling their words with energy, connecting with the audience, using their body to tell their story. We see them with their eyes sparkling and powered from a fire in their belly. So even if you aren't that keen on the subject you are talking about, try and find something in the presentation that gets you excited. Consciously knowing where you are excited and what words or phrases or ideas share your excitement will automatically make it more likely you enthuse your audiences too.

Go through your presentation and underline or write down the words or phrases that engage you, and make it your mission to get them into your audiences' heads. If you know you want the audience to take these ideas in, then you will be automatically putting more vocal energy into these particular ideas, and the audience will catch on to them. That is where you get the results.

You have the power in your speech over the images and ideas that are being created in your listeners' heads. It is up to you if you use this power to its maximum.





# CONCLUSION

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So that's it: 7 tools you can put into practice from today that will make you a more credible, powerful communicator in workplace presentations.

These tools have been taken from our proven methodology, with which we've helped hundreds of clients build confidence in communication.

If you feel you would like to develop these tools, why not arrange a Taster session with one of our communication coaches?

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