

DSC SPEED READS

COMMUNICATIONS

Presentations

Maria Pemberton



DSC

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DIRECTORY OF SOCIAL CHANGE

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Introduction

Who will this book help?

Done well, presentations can be a highly effective way of achieving your objectives, and can be an enjoyable and rewarding experience. This book will help anyone to make sure that they cover all the basics before getting on their feet – and once on their feet, to get their message across effectively.

What will it give you?

Surveys have found that speaking in public is one of the worst human fears, higher than fear of spiders, heights and even death! This book looks at the why, who, where, when, what and how of presentations. It is packed with tips and hints on all aspects of presenting, including preparation, delivery, dealing with your nerves and handling questions.

The old adage 'practice makes perfect' could not be truer in this context, and the more presentations we make, the more we will learn what works well and what does not. By following the guidelines in this book and getting some practice, making presentations may even become enjoyable.

Chapter 1

Preparation: the logistics

Before you even stand up and open your mouth, there are many areas you need to address in preparing your presentation. This chapter will look at the why, who, where and when of presenting.

Objectives and outcomes

'If you don't know where you are going you are almost certain to end up somewhere else.'

Mark Twain

Before you do anything, you need to be crystal clear about what you are trying to achieve. Objectives are about what you are going to do, and generally speaking you will have an objective which falls under one of the following headings:

- to teach
- to inform
- to stimulate thought or inspire
- to persuade, sell or influence
- to entertain
- to promote.

Outcomes are also about what you want the audience to do. You may want them to support your proposition,

Top tip



Preparation is the key to doing a successful presentation:

'By failing to prepare you are preparing to fail.'

Benjamin Franklin

Top tip



Whatever your specific objectives, always aim to entertain your audience. This doesn't mean making jokes throughout, but it does mean putting material together in a way that holds your audience's attention.

Top tip



Humour is a great way of engaging an audience, but only if you are good at delivering a line. If you are not funny normally, then you won't be when presenting – you will look like an unfunny person trying to be funny, which is just excruciating to watch. Be yourself!

Jonathan Farnhill,
Chief Executive,
Exeter Royal
Academy for Deaf
Education

discuss your proposal or choose your service. Some examples illustrate this point:

To inform the fundraising team about changes to VAT on donations, so that they can advise donors accurately.

To stimulate thought among the volunteers about how they can help us to develop our services further.

To tell the charity committee of X company about our proposed project, so they choose to support us as their 'Charity of the Year'.

It is very important to write down your objective and outcome first. If you are crystal clear about what you want to achieve, it will help you by:

- clearing your mind right at the start of the preparation process
- acting as a guide when you select your material
- acting as a touchstone when you have completed your preparation.

The audience

The importance of knowing who your audience is cannot be underestimated. They are the most important people in the whole exercise. We may feel that presentations are about us, but they are about the people on the receiving end of our efforts, so we must not lose sight of this.

What do you need to know about your audience?

- How many are there?
- Who are they? Colleagues, superiors, clients, funders?
- How much do they know about the subject already?

DSC Speed Reads

Aimed at people who are short on time and need to absorb information quickly, these indispensable guides are:

- **Accessible** – practical guidance on a wide range of subjects
- **Condensed** – distilling experience and expertise in just 32 pages
- **Clearly signposted** – Top Tips, Case Studies and Where Next ideas

Covering a wide range of topics and building into an invaluable library, Speed Reads are an essential addition to any bookshelf.

Presentations

For many, the fear of public speaking ranks alongside terror of spiders, heights or even death, yet increasingly it is a must-have skill for the workplace. This book helps to sweep away anxieties and equip you to present with confidence and purpose.

Maria Pemberton is Director of Operations for the Directory of Social Change. Previously she has worked for the Birmingham Post and Mail, The Industrial Society, Youth at Risk and the RNIB.



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