

# Presentations: with punch



Cathy Shimmin, DSC Senior Training Consultant and Performance Coach

# helping you to help others

## We will:

- Consider the importance and benefits of impactful presentations
- Explore objective versus outcome
- Identify 6 P's to create pitch perfect presentations
- List actions and characteristics of great presenters
- Identify ways to add punch and memorability

If you can unscramble these,  
they are your link to effective presentations

•GNINNALP

**PLANNING**

•CRAPTICE

**PRACTICE**

•BILITYAREMOM

**MEMORABILITY**

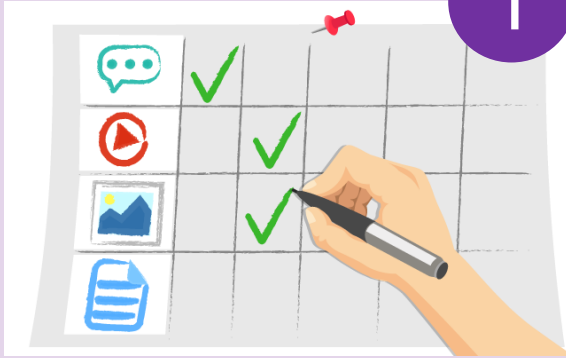


# What's the point?

When a presentation has impact, what are the benefits to you, your audience, other stakeholders (individuals or organisations)?

# NOTES

1



---

---

---

---

2



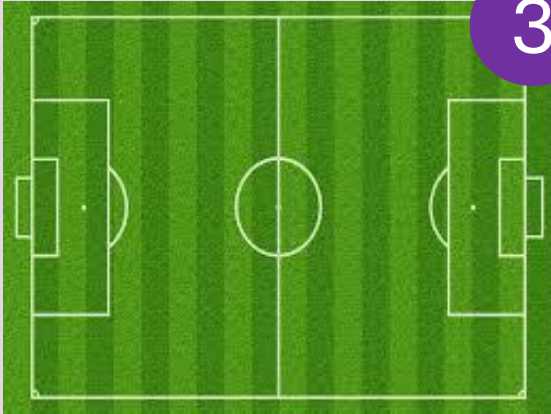
---

---

---

---

3



---

---

---

---

4



---

---

---

---

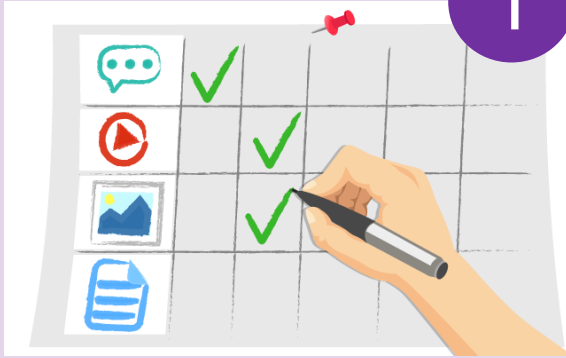
5



6

# NOTES

1



---

---

---

---

2



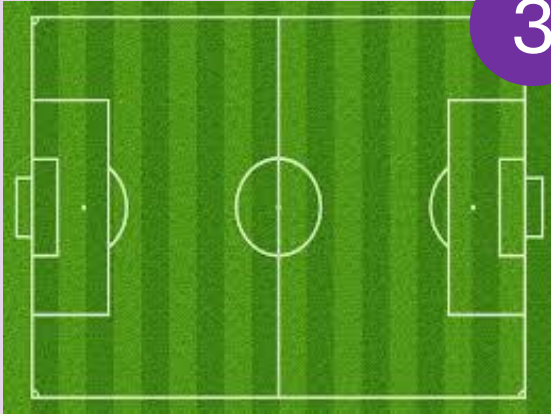
---

---

---

---

3



---

---

---

---

4



---

---

---

---

5



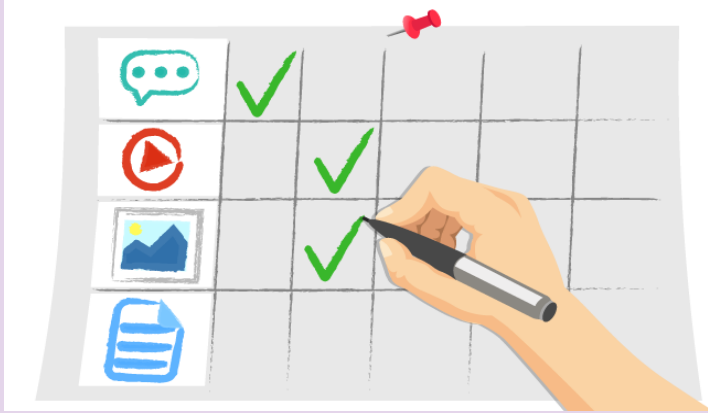
6

---

---

---

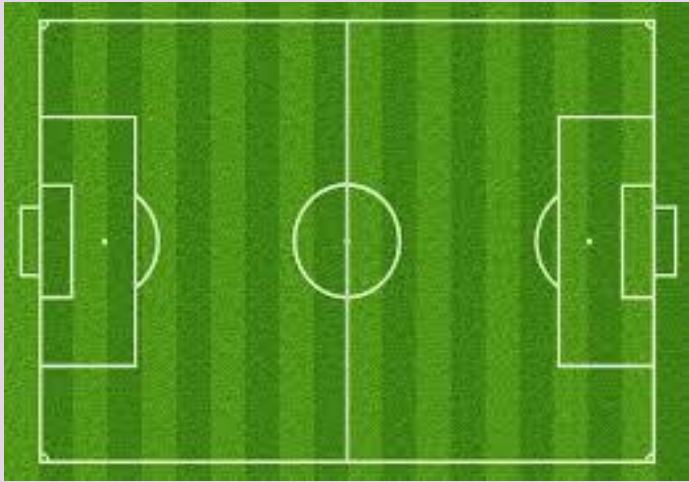
---



**Planning and Preparation**



**Patterns (and themes)**



**Pitch (level and tone)**



**Punch, Impact**



**Passion**



**Pace**

One of these things don't go with the other, can you tell which one?



- Objective
- Goal
- Outcome
- Aim
- Target

Aims, goals, targets and objectives  
are about intention

**Outcomes are about results**

**Make 'em SMART**

# Make 'em SMART



**Specific**

**Measurable**

**Achievable**

**Relevant**

**Timebound**

***Engaging***

***Recorded***

# Which is the SMART outcome?

- Trustees will engage in meaningful discussion around financial strategy.
- By the end of the presentation, the board will be able to identify three key financial risks and agree mitigation actions for each.
- The board will feel more confident about the charity's financial position.
- The presentation will highlight important trends in income and expenditure.

Writing SMARTER  
outcomes for  
presentations

Practice writing  
outcomes for your  
presentations in SMART  
language

Remember – aims are  
intent, outcomes are  
result



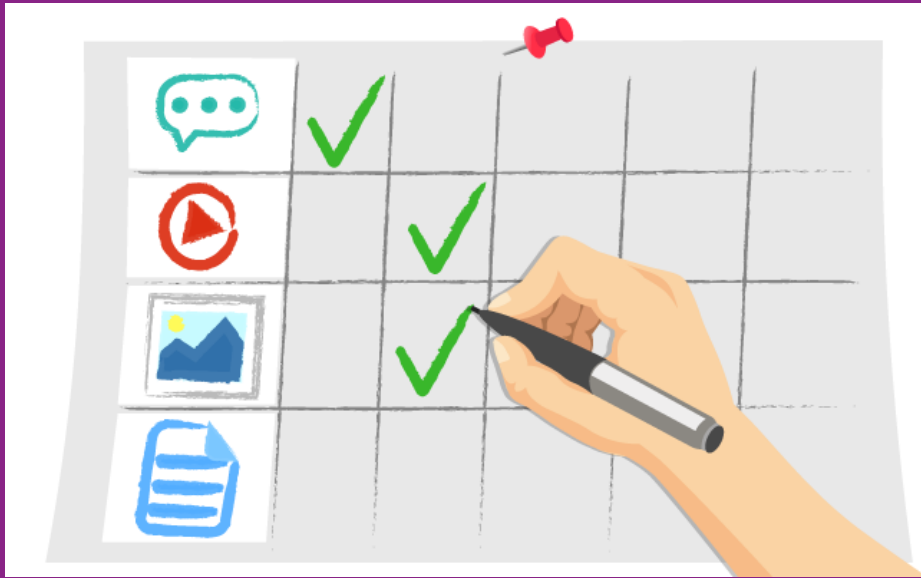
# Also on Planning: The 6 Universal Questions



“I have six honest serving men;  
they taught me all I knew.

I call them What and Where and When  
and How and Why and Who.”

*Rudyard Kipling*



## Planning To Do List

- ✓ Define the outcome
- ✓ Consider the 6 universal questions
- ✓ Think about 3 key points – throughout
- ✓ Add a dash of punch

✓ Ask:

**What do Great Presenters do?**

# Add Punch to

## Open

I'm Cathy and today I'm going to talk about our annual report

This is the brief on last month's management accounts

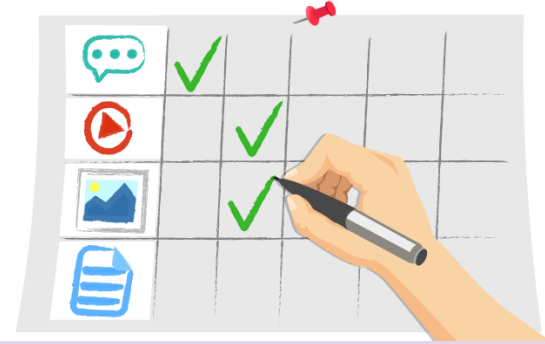
## Close

That's all. Thanks for listening

The end. Thank you.



What's the 7<sup>th</sup> P?

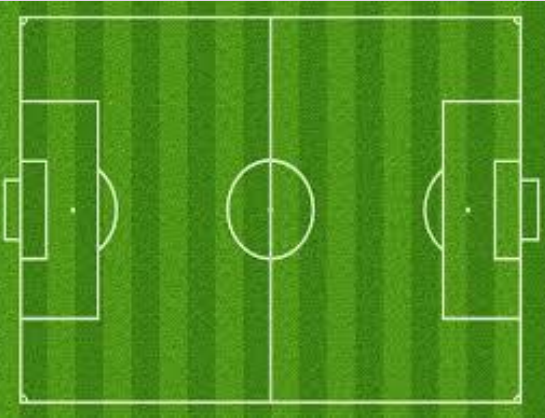


## PLANNING

Outcome Focus  
3 Key Points  
Practice

## PATTERN

Themes  
Analogies  
Games



## PITCH

Audience  
Persuasion  
Projection

## PUNCH

Curious or unusual  
Involve – talk with not at  
Humour & Fun



## PASSION

Through words,  
facial expression  
Pause  
Repeat

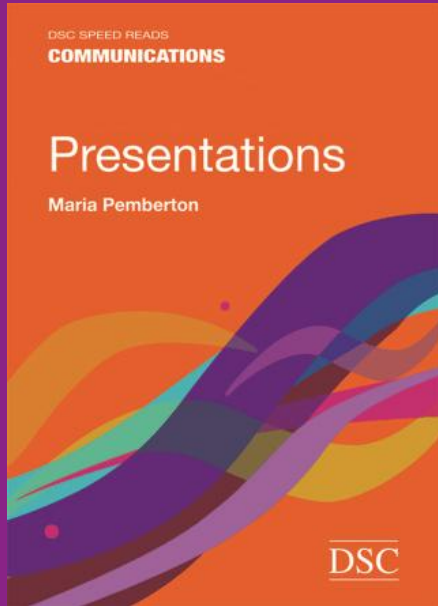
## PACE

Consider:  
Time of day  
The point you are making  
Your speech rate



# Questions





Cathy Shimmin

Senior Training Consultant

Directory of Social Change

[cshimmin@dsc.org.uk](mailto:cshimmin@dsc.org.uk) [www.dsc.org.uk](http://www.dsc.org.uk)

helping you  
to help others