

Your Motivation: The benefits of getting presentations right

To the Presenter

- **Credibility and trust:** Demonstrates professionalism, accuracy, and strategic insight.
- **Confidence boost:** Clear communication reduces anxiety and increases self-assurance.
- **Influence and visibility:** Positions them as a strategic partner, not just a number-cruncher.
- **Career progression:** Builds a reputation for leadership and clarity, opening doors to new opportunities.
- **Reduced follow-up stress:** Fewer misunderstandings mean fewer clarifications or fire-fighting later.

To the Audience (Colleagues, Boards, Funders, etc.)

- **Clarity and understanding:** Complex financials become accessible and actionable.
- **Informed decision-making:** Enables better strategic choices based on accurate, well-framed data.
- **Engagement and buy-in:** A compelling presentation fosters curiosity and commitment.
- **Shared accountability:** Everyone understands their role in financial stewardship.
- **Reduced resistance:** Transparency builds trust, reducing scepticism or pushback.

To the Charity as an Organisation

- **Stronger governance:** Boards and leaders are better equipped to fulfil their fiduciary duties.
- **Improved financial health:** Clear insights lead to smarter budgeting, forecasting, and risk management.
- **Enhanced reputation:** Demonstrates professionalism to funders, regulators, and the public.
- **Strategic alignment:** Financials are linked to mission, impact, and organisational priorities.
- **Crisis resilience:** Better understanding of reserves, risks, and contingencies.

To the Charity's Beneficiaries

- **Sustained services:** Sound financial management ensures continuity and quality of support.
- **Greater impact:** Resources are allocated more effectively to meet real needs.
- **Voice and inclusion:** When finances are transparent, beneficiaries can advocate for priorities.
- **Trust in the organisation:** Especially important in communities where charities are lifelines.

To Others (Funders, Regulators, Partners, Public)

- **Confidence in stewardship:** Funders and regulators see that money is well-managed and mission-aligned.
- **Stronger partnerships:** Clarity builds trust with collaborators and co-delivery partners.
- **Public trust:** Transparent, engaging communication reassures donors and communities.
- **Sector influence:** Sets a standard for excellence and accountability across the charity landscape.

The 6 P's of Punch-Perfect Presenting

A quick-reference guide for presenters who want to inform, inspire, and leave a lasting impression.

1. **Planning: Think before you speak. Design before you deliver.**
 - Define your purpose: What's the point of this presentation?
 - Know your audience: What do they care about? What's their context?
 - Clarify your outcome: What do you want them to think, feel, or do?
 - Structure your content: Beginning, middle, end — with clear transitions
 - Prepare for tech, timing, and potential curveballs

2. **Pitch: How you frame it matters. Make it relevant and compelling.**
 - Lead with a hook: bold question, stat, story, or metaphor
 - Frame the problem and your solution clearly
 - Use language that resonates — avoid jargon, embrace clarity
 - Tailor tone and content to the audience's mindset and needs
 - Make your message sticky: repeat key phrases, use vivid imagery

3. **Pace: Keep the energy flowing. Respect attention spans.**
 - Vary your rhythm: mix short punchy lines with slower reflection
 - Use pauses for emphasis and breathing space
 - Watch your timing: don't rush, don't ramble
 - Break up content with visuals, questions, or interaction
 - Build momentum — don't peak too early or fade too late

4. **Punch: Make it memorable. Leave a mark.**
 - Use storytelling, metaphor, or surprise to spark emotion
 - Highlight one unforgettable idea or image
 - Include a call to action or a "mic drop" moment
 - Avoid death-by-slide — use visuals that amplify, not clutter
 - Ask: What will they remember tomorrow?

5. **Passion: Bring your whole self. Let your conviction show.**
 - Speak from experience, not just expertise
 - Show enthusiasm — it's contagious
 - Let your voice, face, and body reflect your message
 - Be authentic: vulnerability builds trust
 - Care out loud — especially in the charity sector

6. **Patterns: Create coherence. Help the audience follow and retain.**
 - Use repetition to reinforce key ideas
 - Echo structure: "We'll cover three things..."
 - Visual patterns: icons, colors, layout consistency
 - Verbal patterns: analogies, rhythm, callbacks
 - Make your presentation feel like a journey — not a data dump

What do great presenters do?

Interacting with the audience

Surprise the audience – something dramatic, curious or unusual

Enthusiasm – using their voice and words to convey this

Start strong and confidently

Fun icebreakers/Get people talking to each other

Addressing people by name (if small group) in a friendly way to bring them in

Make a personal [or professional] connection

Repeat the key points

Make key points memorable – brevity, clarity, visual language or alliteration

Makes you question, makes you curious – use shocking stats or facts, blow away myths and perception, or sets a scene at the start that we come back to later

Knowledge in the subject

Appropriate number of slides for occasion; not text heavy,

Authenticity; natural, honest and humble conversational style.

They tell you something you didn't know already.

Use humour - and can laugh at themselves if things go a bit wrong

Involve audience – ask them questions, set them a thinking challenge, get them to imagine something (telling them a story will always involve – our brain likes stories)

High energy

Make it relevant

Strong narrative / story

Evidence based 'arguments'

Tell stories, anecdotes, use analogies and examples

Portray confidence – recover calmly from mini crisis/mishap

Answer “I don't know” rather than bluff their way through an answer.

Ask audience to join in for answers they don't know (with caution!)

From the list above, which are you good at and already doing?

Which you could try out or do more of to add impact to your presentations?