



Fresh Eyre Limited

Top Tips - Creating Presence

Research your audience - who are they, what are they interested in.

Isolate your over-arching message - the 3-5 points you want to make to put it across, and the stories, anecdotes, and memorable statistics you will use to illustrate it.

Develop a powerful, memorable, opening & closing - supported by a coherent structure.

Write your speech to be spoken, not read – use plain English, words and phrases that paint a picture, evoke a feeling or a memory. Dump the jargon!

Warm up - walk, sing, dance, breathe and/or run through some basic exercises to focus your mind and body before you speak.

Believe in yourself - the audience will believe you if you show them you're confident and comfortable in front of them. Be positive. Affirm yourself.

Body language - remember, good posture, smile, make eye contact with all sections of your audience, and use gestures.

Voice - vary your pitch and pace, emphasize key words, pause and breath.

First impressions count - clothing has a language and is a key part of your message.

Connect with your audience – ask them questions, give them a short inter-active exercise to demonstrate a point.

Rehearse - practice in front of a mirror, present to your team or someone you trust who will give you constructive feedback.

Power Point can be deadly - use PowerPoint to add visual impact to what you're saying or highlight, substantiate or make explicit key parts of your presentation.

Review every performance and become a student of your own game.