

## 42 Proven Tips to Powerful Presentations

Here is a compilation from my presentation skills training workshops and one to one coaching sessions of the necessary ingredients in delivering an excellent presentation. Whether you are presenting at a staff meeting, conference, briefing, oral proposal or in a one to one meeting, the following are the keys to success.

If you would like workshops for your company or organization and/or 1 to 1 coaching to eliminate the fear of speaking, develop comfort and confidence, persuade, motivate and influence others, energize your audience and keep everyone awake, get your message across in a clear and concise manner, project poise and professionalism, boost your credibility and image and overall transform your presentation skills and personal presence, please feel free to contact me anytime at [speaker@arnoldsanow.com](mailto:speaker@arnoldsanow.com) or 703-255-3133

- Practice... Practice ... Practice ----- live audience or before a video camera
- Speakers commandment #1 – don't be boring
- Speakers commandment #2 – never wing it.
- Smile as much as appropriate
- Turn off your cell phone before arriving
- Always arrive early --- make sure everything works
- Be prepared to deliver your presentation without slides if something goes wrong
- Bring backups of anything you may need
- People are judging you as soon as you walk in the room. Your first impression will be a lasting impression
- Dress appropriately for your audience
- Stand by the door and cheerfully greet all attendees as they arrive
- Never go over the time you've been allotted. If possible end early
- Update your presentation on a regular basis to get the latest trends, thoughts and ideas
- Always build pauses in your presentations - people need time to absorb your main points
- Don't talk down to the audience
- Be authentic
- Use vocal variety
- Be prepared
- Always pause after laughter
- Follow the AT&T rule for humor: It needs to be appropriate, timely and tasteful
- Use relevant stories – this is what people will remember
- Have a strong opening and a strong closing
- Always use your own style
- A presentation is just a conversation
- Exaggerate your body language and expressions
- Watch your language ---- Be politically correct

- Avoid talking about sex, politics and religion
- Be enthusiastic – People are more convinced by your energy, enthusiasm and conviction than by anything else.
- Every 3 to 5 minutes have a story, anecdote, example, exercise or question
- Be sensitive to the audience's wants and needs --- Observe body language and words to see if they are into your presentation
- Always use a remote hand held clicker vs. using the laptop to advance slides
- Videotape every presentation and review on a regular basis
- Know your audience and focus on their needs, challenges and concerns
- Your presentation is not about you
- Make sure your appearance is appropriate for the group
- Don't let negative or critical feedback pull you down. Remember, it's not personal
- Always repeat the question and look at everyone when answering
- Tell people to take out their cell phones during your presentation and twitter ideas, thoughts and best practices.
- Use new material. Keep up to date with the news, relevant stories, etc.
- Be prepared if things don't work. If projector is not working, keep going without it.
- Make sure all presentations have a combination of interactivity, fun and content.
- If a couple people give you bad reviews out of a room of 50 ignore them.

Arnold Sanow, MBA, CSP (Certified Speaking Professional) is a speaker, trainer and presentation skills coach. He is the author/co-author of 6 books to include, *Present with Power, Punch and Pizzazz* and *Get Along with Anyone, Anytime, Anywhere*. [www.speakingcoach.com](http://www.speakingcoach.com) – [speaker@arnoldsanow.com](mailto:speaker@arnoldsanow.com)

