

## **7 keys to successful speech/presentation**

### **1. Begin with your audience**

Who are they? What is their age/sex...? What are their needs? Concerns? What they are interested in? What is their familiarity with your subject? What are their motivations?

Why are you talking to that group?

Why are they listening? What do they want or need to hear from you? What do they need to get from you?

### **2. Start with the end in mind**

What do you want to accomplish?

What action do you want them to take?

What one major point do you want to make?

What do you want them to think and feel afterwards?

“What have you learnt and what are you going to do (differently) as a result?”

### **3. Plan your opening (set the stage)**

Presentation is like a circle/clock face

- Present a problem that needs a solution
- Present a common goal and promise to show them how to achieve it in your presentation
- Ask a rhetorical question (to grab attention)
- Start with a startling statement
- Tell a story
- Compare or contrast two things/conditions.
- Promise advantages or benefits of listening to your presentation

### **4. Be aware of the reason of your presentation**

- Persuade
- Inform
- Entertain
- Inspire
- Praise

### **5. Build your body around three main points**

- Present your key messages in the body of the talk
- Put them in a logical order
- Use links between parts/messages
- Use stories, examples, anecdotes to illustrate each key point (windshield wiper method: fact – story, fact – humour, fact – anecdote, etc.)

### **6. Close strongly, with a punch**

- Challenge to action
- Inspiring statement/reaffirmation of your talk
- Use a summary and a final conclusion
- Relevant story or quote

### **7. Preparation – 90% of a successful talk!!!**