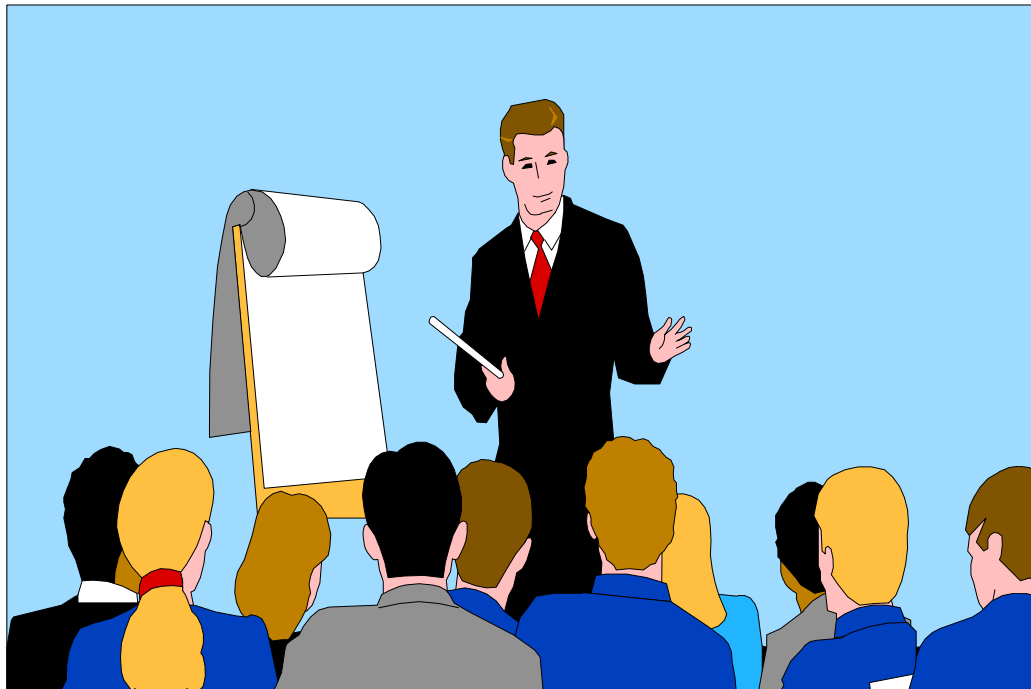


How to Speak with Purpose, Power and Pizzazz



A Special Presentation for the American Institute of Architects New Mexico

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FOUR ESSENTIAL PRINCIPLES OF SPEAKING

PRINCIPLE #1 – *Focus on your audience and materials.*

- Presenting is audience-oriented. Remember it's about them. It's not about you. The affirmation "out of me and into thee" will help you.
- Focus on value.



PRINCIPLE #2 – *It's about perception.*

- Exude trust and likeability.

PRINCIPLE #3 – *Tailor your presentation*

1. Who is my audience?
2. How many people will be in attendance at your presentation?
3. What is their gender?
4. What is their age group?
5. What is their educational level?
6. What is their occupation or professional status? What Level?
7. What is their socio-economic background?
8. What is their knowledge of the subject?
9. What are their issues or challenges?
10. What expertise do I bring to this presentation?

PRINCIPLE #4 *Make it effective.*

- An effective business presentation contains four key elements:
 1. It is attention getting
 2. It is memorable
 3. It is high content
 4. It contains a call for action

The Three Components of a Presentation

Tell the audience what you are going to tell them, tell them and then tell them what you've told them. ✓ Strong introduction ✓ Get their attention and involve them ✓ Close the deal.

THE OPENING

Your opening statement must be compelling enough to captivate your audience's attention. A strong introduction of why you are the expert should be made before you start our presentation, preferably by another person. Don't be shy about tooting your own horn.

1. Tell a short, relevant story that summarizes your topic.
2. Quote a noted authority or provide a shocking statistic.
3. Involve your audience in a short, exercise that demonstrates an aspect of your topic.

THE BODY

The body of your presentation is the meat. It is where you describe your proposals and plans. Think of ways to make it interactive.

- Activity or Exercise
- Demonstration
- Story
- Visuals
- Video
- Examples
- Questions
- Group Discussion & Feedback

THE CLOSING

End with a bang, using a memorable statement that leaves the audience feeling upbeat and positive about your presentation. There are several types of closings such as a summary of the major points, a return to the opening theme, a future challenge or a strong call to action.

Eliminate Delivery Distractions

- Swaying or rocking motion
- Pacing
- Thumping or tapping on lectern or flip chart
- Staring at notes, floor or ceiling.
- Tugging at ear
- Jangling coins in pocket
- Pointing at audience
- Slouching or slumped shoulders
- Tense facial muscles
- Constant smiling
- Overuse of poker face
- Stuttering
- Saying "you people"
- Ah's, um's, and's, you knows, and other fillers

