

COACH LISAB'S TEN TIPS FOR PREPARING AND DELIVERING A POWERFUL PRESENTATION

1. Learn about your audience and venue in advance

This allows you to adjust your presentation to the space and to the audience's needs, and to bring appropriate equipment and handouts.

2. Prepare a strong opening and closing – and make this the only memorized part of your talk

Grab their attention with a powerful statistic or inviting question, and close with a call to action – what do you want them to do as a result of your presentation?

3. Visualize yourself giving a successful presentation, from start to finish

In addition to practicing your presentation out loud several times, go over it in your head and visualize your success and the positive response from the audience.

4. Interact with the audience; ask open-ended questions and invite their participation and knowledge

This takes the focus off of you and shows the audience you respect them.

5. Lose the jargon

Jargon is dry, boring, and overused, and can create a barrier between you and the audience when they don't understand, or when it seems that you're trying to appear smarter than them.

6. Don't stress about fillers

"Um" and "uh" are natural parts of conversation and are only problems in presentations when overused because you are unprepared.

7. If you're using equipment (like LCD projectors or microphones), always check it first to make sure it's working properly

8. Be your true, authentic self

This humanizes you to the audience and reduces your own anxiety; the audience can always tell when you're faking it and trying to be someone you're not.

9. Demonstrate passion and enthusiasm for your topic, no matter what it is

Enthusiasm is contagious; if you're not excited about the topic, how can you expect the audience to be?

10. Focus on the audience, not yourself

"What's in it for them" should be your main focus – put the needs of the audience above your own concerns about yourself. The audience is there because they're expecting to learn, so teach them.