# PRESENTATIONS

If you can't explain it simply, you don't understand it well enough - Albert Einstein

#### For a 15 minute presentation on «You are starting an international organization that helps people to achieve their educational goals. You need investors to provide you with funding and you will have one chance in front of these investors to convince them why they should invest with you " the following might work:

* 1 minute introduction - what you are going to tell them;
* 4 minutes on the challenges facing the organization;
* 6 To convince them why they should invest with you;
* 1 minute summary of your key points;
* 3 minute asking for and answering questions.

## HAVE A STRUCTURE

* Have a beginning, middle and an end. Use short sentences.

#### Consider:

* Who are the audience?
* What points do I want to get across?
* How much time have I got?
* What visual aids are available? PowerPoint projector? flip chart? Don't necessarily use these. Sometimes the best presentations are the most informal.

#### Introduction

* **Welcome** the audience.
* **Say what your presentation will be about:** the aims and objectives.
* The introduction should catch the attention. Perhaps a provocative statement or a humorous anecdote:

#### The Middle should outline your argument or develop your story

* In five minutes **you will only have time for two or three main points** and allow everything else to support these. List your main headings and any key phrases you will use.
* **Don't try to say pack too much content in** or you will talk non- stop trying to get all your content and the audience will switch off with information overload long before the end.
* Use graphics or anecdotes to add variety.

#### Conclusion

* Briefly **summarise** your main points.
* **Answer any questions**.
* **Thank the audience** for listening. Look at the audience again, **smile** and slow down.
* **The end should be on a strong or positive note** – not tailing away to “..Well that's all I've got to say so thank you very much for listening ladies and gentlemen” this is wrong.

### The ten most common mistakes in public speaking

* Preparing too much material
* Rushing
* Data centric presentations
* Avoiding vulnerability
* Taking themselves way too seriously
* Using small scale movements and gestures
* Speaking with low energy
* Playing it safe
* Not preparing enough
* Not practicing enough

And remember “people who feel embarrassed are convinced their mistakes are much more noticeable than they really are.”







