

Presentation Skills

1. Content

- **Research**
Learn about your audience: who are they? What do they need from you? Consider the objective of the talk.
- **Writing Techniques**
Say the words out loud, and capture the key words as cues. Experiment with different structures.
- **Cues vs Waffling**
Use key word headings to keep on track, noting the time each section should start.
- **Simplicity**
Always makes for better communication. If in doubt, cut it out. Give them sushi, not a medieval banquet.
- **Values**
Convey what makes you tick. Look at Simon Sinek's ['How Great Leaders Inspire Action'](#) approach.
- **Stories**
Humanize your data with relatable experiences. Tell stories of failure and challenges. Very engaging and easier to deliver.
- **Visuals**
Remove as much text as you can and put it in the notes. Take original photos. Use props. (Do you even need slides?)

2. Delivery

- **Fear vs confidence**
Fear is normal. Obscure it with the knowledge that you've prepared correctly and that the audience wants you to succeed.
- **Preparation**
Rehearse thoroughly (re-word it slightly each time), but on the day, go with the flow.
- **Technical set-up**
Get comfy with your set-up: you might need a separate camera for good eye contact. Light yourself from the front.
- **First impression**
Smile, make eye contact, and have a conversation. Have fun. For your audience, apparent confidence is as good as the real thing.
- **Improvisation and disasters**
Smile, acknowledge what's happened and go with it. It may even be funny in a relatable way.

And Finally...

Get experience. Take every opportunity you can to speak in front of people. Speaking confidence is a muscle that needs to be exercised and strengthened.