



Public Speaking Skills

— A C A D E M Y —

The Simple Guide to Public Speaking –
“How to confidently deliver a deliver a
polished presentation in 7 easy steps”

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The 7 Steps to Prepare and Deliver a Polished Presentation

The structure below is the framework I use with all of my clients to enable them to prepare polished professional presentations. Whether they are a manager looking to inspire staff or they are sales professionals who want to deliver a persuasive sales presentation the framework enables them to meet their objectives.

I will show you how to use it with the seven steps on the following pages.

Premise	Opening			
	Your Credibility			
	Key Point 1	Proof Point1 (Stories, Analogy, References, Pictures, Visuals, Video)	Proof Point2	Proof Point3
	Key Point 2	Proof Point1 (Stories, Analogy, References, Pictures, Visuals, Video)	Proof Point2	Proof Point3
	Key Point 3	Proof Point1 (Stories, Analogy, References, Pictures, Visuals, Video)	Proof Point2	Proof Point3
	Closing & Call to Action			

STEP 1: IDENTIFY YOUR PREMISE

It is important to identify the premise of your presentation. The premise allows you to select the right ideas and material to cover in your presentation. A good premise is a single sentence that encapsulates the reason you are delivering the presentation.

Generally I ask my clients to complete this sentence as their premise

“Every <<audience member>> can <<great idea>>”

When you complete this sentence it allows you to select the key points, stories, and examples that will enable you to convince each “audience member” that they can “your great idea”.

STEP 2: FIND AN OPENING THAT GETS ATTENTION

The opening of your pitch performs three functions:

1. Pattern Interrupt: Grab the attention of your audience
2. Answer the audience members question “Why am I here?”
3. Establish rapport with the audience

Your opening line **MUST** get the attention of the audience. In the first 30-60 seconds your audience will determine if what you are talking about is worth listening too. Failure to grab their attention from the first word will dramatically diminish your effectiveness.

EFFECTIVE OPENING STATEMENTS

- **Personal** - Say or show something that will make the subject of the presentation PERSONAL for the audience.
- **Novel** - Show or tell your audience something that has never been heard or seen before related to your topic
- **Challenge** - Take an assumption you know the audience has about the subject and challenge it
- **Unexpected** - Do/say/show something that is unexpected – but it must relate to the premise of your presentation
- **Humorous** - Make your audience members laugh with an anecdote related to your theme.

Avoid these common weak openings:

- An apologetic statement
- A story or joke that does not relate to the topic of your presentation
- A commonplace observation delivered in a commonplace manner
- A long or slow moving statement or story

Your opening must introduce the premise of the presentation, set audience expectations, and justify why the presentation is important for your audience members to listen to.

Your opening can also include the following:

- When and How you'll deal with questions
- An overview of the agenda (for presentations longer than 30 minutes)

STEP 3: MAKE YOURSELF CREDIBLE

With every presentation your audience is assessing and judging you to determine if you are credible. They are evaluating you and gauging your qualifications to be presenting on the subject of your presentation.

Your audience wants to know that you have a full understanding of their situation/ problem, and that the solutions you are presenting to them will achieve the desired outcomes.

To establish credibility you can show that you have the requisite career experience, or you can describe the research you did to identify the problem, or you engaged the right people in the organization to allow you to confidently stand in front of the audience with an understanding of their situation or problems.

STEP 4: IDENTIFY THE KEY POINTS THAT WILL PROVE YOUR PREMISE

The content for any presentation is at two levels. Key points and proof points. In this step we discuss key points, and in step 5 we detail proof points.

Firstly we need to identify the "Key Points" that will and prove our premise in the minds of the audience. This is the high level idea(s) that the audience members need to agree or understand.

For example, the premise of one of my presentations is "Every Small Business Owner can profit from webinars". To prove that premise I can select three or four key points

- ✓ What is a webinar
- ✓ Webinars are an effective sales and marketing tool
- ✓ Webinars fit with any business model
- ✓ Webinars are low cost
- ✓ Webinars allow you to reach new markets
- ✓ Webinars are easy to do – you don't need to be an engineer
- ✓ Pitching online is no different to pitching in person

The attitude, experience, and motivations of my audience will determine which key points I need to select to prove my premise.

STEP 5: PROVE YOUR KEY POINTS

After selecting the key points for your speech you need to support them with evidence. Aside from “facts” you can use the two or three of the following as evidence for each of your selected key points

1. Stories - Yours, Your Clients, Industry stories
2. Analogies & Figures of Speech (Metaphors, Similes, etc...)
3. References/Quotes/Statistics
4. Pictures – Utilise your own images rather than stock images
5. Video – Incorporating video is very powerful and changes the medium

With my webinar presentation to small business owners one of the key points is “Webinars are an effective sales and marketing tool”. To prove this I reference independent studies that highlight how professional marketer’s value and use webinars to help their clients grow their businesses.

You can use one, two, or three proof points to convince an audience of a key point. It all depends upon your audience and how well they all ready understand the subject of your presentation.

STEP 6: SUMMARISE ALL YOUR KEY POINTS AND TELL THEM WHAT TO DO NEXT

As you approach the end of your presentation you need to remind your audience of the information you have covered. The most effective (and easiest) way to achieve this is to restate your key points.

This is a simple, and easy to remember conclusion that allows you to succinctly recap the information presented to your audience so they can easily recall it.

STEP 7: TELL YOUR AUDIENCE WHAT YOU WANT THEM TO DO NEXT

The final step is the most important.

You have taken the time to prepare and deliver this presentation to your audience. They have taken the time to listen to it. At this point you must tell them exactly what you would like them to do next.

Managing the Nerves and Butterflies

I did not want to finish this mini guide without discussing nerves and the fear of public speaking.

There are several keys to helping you manage any nerves you may experience (*note: most people will experience nerves to one degree or another for many years*). The techniques below can help you if you struggle with excessive nerves prior to presenting.

TECHNIQUE 1: VISUALISE YOURSELF GIVING YOUR PRESENTATION

Imagine yourself walking confidently to the center of the stage as the audience applauds. Imagine yourself speaking, your voice loud, clear and assured. Picture the audience applauding as you finish and return to your seat. When you visualise yourself as successful, you will be successful.

TECHNIQUE 2: REALISE THAT PEOPLE WANT YOU TO SUCCEED

Audiences want presenters to be interesting, stimulating, informative, and entertaining. They want you to succeed – not to fail. Audiences find it uncomfortable to watch a presenter struggle and would rather see a presenter succeed in delivering their presentation (even if the audience doesn't agree with what the presenter is saying).

TECHNIQUE 3: DON'T APOLOGISE

Most of the time your nerves don't show! If you don't say anything about it, nobody will notice. If you mention your nervousness or apologise for any problems you think you have with your speech, you'll only be calling the attention of your audience to it. Had you not mentioned it, your listeners may not have noticed anything.

TECHNIQUE 4: CONCENTRATE ON THE MESSAGE - NOT THE MEDIUM

Your nervous feelings will dissipate if you focus your attention away from your own anxieties and outwardly toward your message and your audience.

TECHNIQUE 5: TURN NERVOUSNESS INTO POSITIVE ENERGY

The same nervous energy that causes platform panic can be an asset to you. Harness it, and transform it into vitality and enthusiasm.

TECHNIQUE 6: GAIN EXPERIENCE

Experience builds confidence, which is a key to effective speaking. Most beginning speakers find that their anxieties decrease after each presentation they give.

WHAT SHOULD YOU DO 15 MINUTES BEFORE YOU START PRESENTING?

The fifteen minutes before you are expected to start your presentation should be used to maximize your chances of success. To many presenters that means make last minute alterations to your slide pack, or finding other details to "tinker" with on the laptop. These presenters are missing a fantastic opportunity to give themselves a great start to their presentation.

There are several, more productive, things that you should do in the last fifteen minutes before you present:

- **Room Setup** - Confirm room setup, ensure there is sufficient seating and that audience members can see the screen and other visual aids.
- **Lights On** - Keep the lights on, unless the image on the screen is too hard to see without the lights off. Ideally the lights should be on, otherwise a darkened room will make it harder for you to keep the interest of your audience.
- **Meet and Greet** - The MOST important thing you can do! By taking the time to chat with your audience you will break down any barriers and establish rapport with them before you've started. Why not give yourself a head start???
- **Don't touch slides!** - Finally AVOID at ALL costs the temptation to "update" the slides. Any work you do at this late stage is likely to have errors or unintended consequences. Any "mistakes" that have made it this far are likely to be very minor as you have tested the presentation thoroughly before now anyway!

Next Steps

Improving your confidence and refining your public speaking skills requires practical application. I encourage you to take the process and the information covered in this guide and put it into action!

I know that may be uncomfortable and challenge you, but your self-development relies upon you putting into action what you have learned. To assist you I invite you to check out the following

- 1) [Join our free Facebook group](#) – get support from our community as you put into practice the new skills you are learning
- 2) [Check out our training programs](#) designed to fast track your skills with unique coaching and support options
- 3) [Review our 1:1 Coaching Programs](#) for a personalized 1:1 program designed to suit your needs

About Mark Kyte

Hi, I'm Mark Kyte and I help business leaders, entrepreneurs, and coaches who want to increase their ability to influence colleagues and clients so they can successfully present and pitch their valuable ideas and offers.

Working with clients I help them develop their public speaking skills, leverage proven influencing techniques, and develop their confidence so they increase their impact, increase their influence, and increase their income.

I have over fifteen years of helping others develop their speaking and influencing skills. During that time I have coached hundreds of people, across a range of industries, to stand confidently in front of audiences of any size and successfully deliver messages that influence and inspire others.

