



# 10 SURE-FIRE WAYS



## TO IMPROVE YOUR PRESENTATIONS

*A Light-hearted Look  
at Public Speaking*

*Contents at a Glance:*

Public speaking is a common source of stress for so many, and for some, the very idea of it causes gripping fear. Many of us would like to avoid this problem entirely, even despite the obvious benefits that can come to one's career and even personal life by having comfort with speaking to small and larger numbers. If we want to be leaders or achieve anything meaningful in our lives, we will often need to speak to groups, large and small, to be successful.

Please enjoy the following article on a humorous look into public speaking.

## 1) TIME

Always respect just how incredibly valuable your audience's time is. For that reason, learn to speak *as fast as humanly possible* and do not for a second hesitate or pause during your presentation.

Pausing looks like hesitation and is therefore a sign of weakness. It only wastes even more time as you deliver the same amount of content you would have anyway.

## 2) FOCUS

Use this little trick of the great presenters... Just before presenting, gather all the loose coins and change from your desk and put it in your front pants pockets.

To stay focused while presenting, place both hands in your pockets and play with the change vigorously. In fact, the more hand activity that you exhibit in your pants pockets while presenting, the more assured you can be that the audience will be focused on you and you alone.

### 3) CONTENT IS KING

It's difficult to imagine how anyone could have possibly made speeches in the past without the use of PowerPoint. Every great presenter knows how reliance on PowerPoint makes for powerful presentations.

And on that note, the notion of having "only 3-bullet points per slide" is a rule that has come and gone. In today's technologically advanced world, audiences can absorb much more. Today, they appreciate PowerPoint slides with at least 10-20 bullet points per page.

Also, be sure to read every bullet to the audience, word for word, as people also enjoy being read to at length. It's quite nostalgic for the audience as being read to reminds them of bedtime when they were children.

### 4) THE INTRO

People need to know who is speaking. Therefore, it's always a good idea to provide a complete verbal summary of your personal work and educational history at the beginning of your presentation.

Start by discussing your grades in grammar school and move up from there, ending with the last regulatory exam you've taken. Tell your audience about your exam score and how long it took you to finish it. Remember that "More is more."

### 5) TAKE CREDIT

Throughout your presentation, be sure to use the pronoun "I" as much as possible, as in "Here's what I did" and "I think this" and "I single-handedly create that." Do this no matter how big was the team that contributed to your presentation. It shows confidence as you take responsibility for the work.

## 6) TECHNOLOGY

With the advent of laser eye surgery and high quality contact lenses, vision has improved dramatically over the last few years. No longer do we need to make sure to use 18 point fonts or higher in our presentation slides.

In order to pack every last bit of content into every slide, the rule of thumb is now "Use only 10 point font or lower."

## 7) EYES

Audience members feel shy and intruded upon when speakers are overly aggressive. To avoid this, fix your eyes firmly on the floor at all times. Then, pace back and forth as you deliver your speech and stare at the floor, even talking *to* the floor.

When combined with Point 2, keeping your hands in your pockets and playing with change, you will look very professorial. It especially shows people that you are a very thoughtful and contemplative person.

## 8) PREPARATION

Diligent presenters build their presentations by first taking the time to create every possible slide imaginable for the topic in discussion. Then, with the "big picture" in mind, you should proceed to delete the unnecessary 30 or 40 slides that you just spent hundreds of hours building, but that you now realize you don't have time for in your ten-minute speech.

Your audience will appreciate knowing that you cared so much to build slides that you never showed them.

## 9) ACCURACY

Be really, really accurate! For instance, audiences feel insulted when you tell them in your speech that particular statistic is "one-third" when they later discover that it was really 33.335%! Clearly, these are not the same thing and care should be taken to be exact when speaking.

## 11) PROOFREED

Audiences are practical and understand how busy things can be. So, when pressed for time in the last few hours before standing up and presenting, it's far better to update the spreadsheets that you place in the appendix than doing something frivolous like printing out documents and proofreading.

Remember, it's about the audience! We hope this helps.

