

Presentation Tips: Delivery

1. Break your pattern and surprise your audience. (Works great for an opening.)
2. Vary your position between standing and sitting, much like a nightclub singer. Use a stool when sitting; it creates intimacy.
3. Never ask at the end of a speech, "Does anybody have any questions?" They often won't - for all sorts of reasons. You'll look foolish when nobody raises their hand.
4. Make your presentations inter-active. (Another reason to not leave questions until the end.) People love to participate; they do not like being spoken to.
5. Show the different sides of your personality. If you're funny, let them see there's some depth to you, as well. If you're not funny, get funny. Humor is indispensable to most presentations.
6. Be yourself ... MAGNIFIED!
7. Use your audience in your examples. For example, ask for volunteers, get their names, and "play off" their reactions, statements, and audience dynamics. "X" and "Y" don't work for math classes, which people expect to be boring. They're deadly when you're trying to engage people.



8. Be facially expressive. Don't forget to SMILE!
9. Move physically closer when you're about to make an important or poignant point. The best teachers create intimacy, physically and emotionally.
10. Every presentation requires that you think about the "character" you want to portray. Speaking as an emcee is different than as a motivational speaker, which is different than a presentation to persuade. And so on.

11. Watch that when you get passionate you don't get rigid.
12. In the right environment, e.g., larger audience in a more formal setting, consider using a music stand for your notes.
13. Some people can mouth other people's words, e.g., actors; some cannot. Use words, expressions, and movements that are naturally comfortable for you. If you want to move "outside your comfort zone," practice it until it becomes natural before using it in a presentation.
14. Use window seats, poles, radiators, whatever, as props for your presentation.
15. 95% of the presentations the audience have heard have been b-o-r-i-n-g. Our audience will forgive us anything, EXCEPT BORING.
16. Never stand in the dark. If you're going to use slides, keep the lights up. Try to get the lights just around the screen dark. Keep yourself positioned far enough away from the screen that you are also not in the dark.
17. Don't move when you're making an important point. Also, slow down, pause, repeat for emphasis.
18. Bring the audience in, e.g., "Imagine the last time ..."
19. Figure out what points you want to make, then do it in a way that's unforgettable.
20. "Give them time for the picture to sink in." Roger Ailes, Media Consultant.
21. Repeat for emphasis. Martin Luther King's I Have a Dream speech repeated the phrase "I have a dream" 9 times. "When you're blue in the face, they're just starting to get it." Jimmy Calano, Co-Founder - CareerTrack.
22. Create little asides with the audience.

23. Use signal words, e.g., "Listen carefully," or "If you remember just one thing, remember this." How 'bout, "I don't say much that's profound, but when I do, I'll make a point of letting you know ... and this is one of those times."
24. Don't scan the audience with your eyes. Avoid eye dart. Talk directly to individuals in the audience, making eye contact for as long as 5 seconds.
25. Use "rapid fire" phrases for effect.
26. Actually run around the audience. Be more like a 5 year old that runs around the house out of sheer anticipation that something wonderful could happen any time. (But remember # 22; if it's not you, then don't.)
27. "Influence happens in a moment." Anthony Robbins, multi-godzillionaire speaker.
28. GLOW & TINGLE! (My favorite Tom Peters phrase.)
29. "If you go too far, I can pull you back. If you play it safe, I've got nothing to work with." Some famous movie director.
30. Avoid "voice drop-off." You may project very well at times, but tail off at the end of sentences.
31. Discover the seductiveness of being fully present.
32. BREATH. "You can never know the truth when holding your breath." Naaz Hosseini, Harvard's Project Zero.
33. PUNCH important phrases.
34. Authenticity is essential.
35. Use the full stage. Even a hotel breakout room has a kind of upstage and downstage. Take advantage of horizontal and vertical space.
36. Move with intention and purpose.

37. Use memory points to convey time/location, etc.
38. Re-enact your stories as if they are happening in the present. Remember to change your physicality and make a full commitment.
39. Match your voice to the experience.
40. Let your points "land." Avoid the "tennis ball machine syndrome."
41. Pausing is to speaking as punctuation is to writing. But avoid random pauses.
42. If you are losing the audience, don't rush. Slow down and involve them.
43. Never race through material. It shows lack of preparation and it signals to the audience that you are wrapping up. It's much better to cut entire sections. The audience will not notice. To quote Howard Gardner: "Coverage is the enemy of understanding.

Instead, think of it this way: If you had one minute to tell the audience the most important point, speak and teach on that point for the entire hour." Or if you had one hour to teach a class, get clear on the message and then (with hyperbole, perhaps), teach the whole semester on it.
44. You can say all the right words and still be a stiff. In addition to what you are saying and how you are saying it, consider who you are being while saying the words. What is the energy given off?
45. Take risks and trust your instincts.
46. Encourage note taking
47. Stretch your words, as appropriate, even if you do not have a Southern accent.
48. According to Marcel Marceau, "Amateurs rush; professionals take their time."
49. Bring the whole audience in to your circle.

50. Talk to a person, even if it feels as if you are lingering too long.
51. Command presence. Lean back on your heels with one leg in front of the other for a powerful position.
52. Try changing rhythms (called "Counterpoint" in Mime) or use a call and response approach (like a drum duel).
53. Learn from the great comedians.