

# The Speech Coach For Executives

## How to Deliver Superior Presentations

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### **Do You Want Help With Some of These Presentation Concerns and Issues?**

#### Look and Feel Good

- Exude more confidence than you feel
- Deliver an unprepared talk with ease
- Look and sound credible, believable and understandable
- Stand and move to send the right nonverbal messages
- Look, sound and smell friendly
- Maximize your strengths and uniqueness
- Leverage your weaknesses better
- Establish and maintain stronger credibility

#### Engage Your Audience

- Handle questions with authority
- Emphasize, anchor and reinforce key messages
- Use effective humour that works for you
- Craft and deliver stories more effectively
- Use anecdotes and analogies that are memorable
- Build and maintain rapport with any audience
- Grab their attention with a powerful opening
- End with a memorable and actionable close
- Keep them awake, interested and participating
- Use your voice for impact and influence
- Relate your message to their needs – so that they listen intently

#### Support Your message with Media and Logistics

- Integrate computer projection and other multi-media
- Work with props, visual aids and technology – but no animals
- Work with microphones, cameras and projectors
- Arrange the room for best impact
- Deliver a team presentation – like a team – not a group of monkeys
- Overcome circumstantial obstacles

## Speak to Challenging Audiences

- Deliver bad news or work with a hostile audience
- Deliver a technical presentation in an interesting manner
- Adapt your presentation to changing conditions
- Speak in a boardroom – (it can be the worst place to speak)
- Speak on a large stage to hundreds or thousands
- Deliver an effective sales presentation
- Speak to a multicultural audience and show them the respect they expect
- Deal with interruptions, hecklers and disasters
- Handle tough and hostile questions

## Prepare Your Presentation

- Write your presentation faster
- Structure your presentation for better flow
- Rehearse more efficiently and effectively
- Prepare yourself mentally, emotionally and physically
- Reduce and mitigate the risks of a multimedia presentation
- Prepare for a team presentation
- Prepare for the things that might go wrong

## Improve your Delivery

- Relate and connect to your audience
- Use your body language to support your message
- Organize and structure your presentation for greatest impact
- Ensure that your audience understands the important points
- Get the introduction that best positions you and your message
- Skillfully recover from a 'brown out', memory loss or attack of nerves
- Work smoothly with notes and other memory cues
- Integrate both logic and emotion for universal effectiveness
- Reinforce your key message so it gets remembered

**Do you have concerns and issues not listed above? The above are the most common. If you have a particular issue not shown above, call to speak directly with George Torok.**