

# SUCCESS SERIES



## PRESENTATIONS THAT DELIVER

Management development is a priority for most organizations. This course is targeted for supervisors, managers, and leaders who need practical skills so they can manage people most effectively.

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## 1. Introduction

You've been working on the project now for 2 weeks. The research has gone well, all your facts and figures have been checked and re-checked. The report has been written; the executive summary, one page, would catch anyone's attention... You are finished.

Nine-thirty Monday morning the Senior Vice President in charge "invites" you into his office. Once you are comfortable the bombshell hits, the Executive Board meets on Friday at 8:00 AM, and they want you to present your information.

Your heart rate immediately climbs to an astronomical rate, your blood pressure climbs into the danger level, your sweat glands begin to work overtime, and if you had been standing, your knees would have started knocking together.

You have never had to face the Executive Committee; come to think of it, you have done everything in your power not to have to speak with them. What flashes through your head at this point? "Why do I have to give the presentation?", "Why not Charlie?, he's a very good speaker."

You're thinking my career is on the line.

Maybe I can call in sick.

Take heart, this course will help you to – Plan – Organize – Execute – a top quality presentation.

This course will help you to be a successful presenter under all circumstances.

## Success

How to be successful when faced with your 1st, 10th, or 50th presentation.

### 1. Be yourself

The major idea is that presentations are a performance while having a comfortable and natural conversation. A conversation with a group of individuals who want to hear what you have to say.

### 2. Using the P.I.E.

#### ○ Preparation

- Planning
- Analysis
- Content & Organization
- Visual Aids & Resources
- Practice & Rehearsal

### 3. Impression

- Image & Style
- Leadership

#### 4. **Execution**

- Presenting skills
- Leadership

## **2. Planning**

The first step in your planning process is to make some determinations.

1. What are your planned end results?
2. What is the best way to reach your audience?
3. What resources are you going to need to make your presentation?
4. Are you ready for the “tough” question?

Careful planning and preparation beforehand will make your presentation look easy and your spotlight will shine.

### **Analysis**

Believe it or not you have a story to tell. A good storyteller will do homework beforehand. Gathering information, analyzing the information, and then focusing the right information on your audience is one key to success.

1. You need to find out what the audience already knows about the topic.
2. What are their priorities, attitudes and motivations.
3. You need to create rapport and credibility with the audience, which enables “YOU” to better persuade them with your focused strategy.

### **Content and Organization**

1. Questions which need to be asked as you organize the content into usable form:
  - A. What is the best way to get the audience to go along with my proposal?
  - B. Of all the information I have gathered, which will be the most useful in getting my ideas across?
2. Stay focused only on that information pertinent to your ideas.
  - A. The audience should never have to wonder what your solutions, ideas or point is all about.
3. Start with a high impact opening to grab their attention.
4. End with a high impact summarization to keep their juices flowing.

### **Visual Aids and Resources**

One area that is frequently misused is Visual Aids.

1. Visual Aids are not something just haphazardly thrown together.
  - A. Visual Aids should be carefully constructed to focus and highlight certain parts of the presentation.
2. The most important thing in using Visual Aids is to know how to use them.
  - A. When you are practicing your presentation also practice using the Visual Aids.
3. Use your people resources.

- A. If you need help, GET IT, do not just fumble through creating your Visual Aids.

### **Practice and Rehearsal**

The old adage that answers the question: "How do you get to Carnegie Hall?" "PRACTICE, PRACTICE, PRACTICE" is just as valid to answer the question: "How do I become a proficient speaker?"

- Rehearsal is used to make the material come across polished and smooth.
- With rehearsal you need not be nervous about the material and can concentrate on the presentation itself.
- Rehearse by yourself.
- Rehearse with an audience who can give you feedback and suggestions.
- Practicing and rehearsing are needed for excellence, as you face the Executive Committee.

### **Execution**

#### **Presenting Skills – Verbal**

1. The human voice is a powerful instrument and at the same time highly delicate.
2. You must vary your voice in volume, pitch, tone, and rate to add variety to your presentation.
  - A. You must use pauses for impact.
  - B. You must vocally highlight and emphasize key points to force the audience to listen to them.
  - C. You must learn pace so that you are not speaking faster than your audience can hear.

#### **Presenting Skills – Non Verbal**

Non Verbal language A.K.A. body language

- Eye contact
- Gestures
- Facial Expressions
- Posture
- Body movement

All of these allow the presenter to develop a personal engagement with each person in the group.

Developing your verbal and non-verbal speaking skills will give you more charisma and presence.

## **Creativity**

This is where you get to show your stuff.

Creativity is important to get your ideas across to your audience.

What are some of the creative ideas to think about?

- Props
- Cartoons
- Clever Visual Aids
- Fascinating Stories
- Organizing your presentation in an imaginative way

Communication “artists” use creativity in their presentation to create that magical effect.

## **Characteristics**

### **Characteristics of the Ideal Presentation**

- Simple
- Clear
- Organized

One deadly mistake is providing too much information.

Key word here would be FOCUS.

- Focus on the topic.
- Organize your presentation so that it swiftly and effortlessly moves through your points directly, clearly and logically.

### 3. Characteristics of the Ideal Presentation

Hello again. You know chances are very good that all of those people sitting there in the meeting room have been there before. Chances are also good that just maybe you yourself have been in one of those chairs and had to sit through a presentation.

Please answer the following questions.

1. Was the last presentation you attended concise and to the point?
2. Was the last presentation you attended interesting?
3. Was the last presentation you attended friendly and relaxed?
4. Was the last presentation you attended interactive?
5. Was the last presentation you attended strategically focused?

The Ideal Characteristic of the Presentation are:

1. Concise and to the Point
2. Simple and Clear
3. Interesting
4. Relevant
5. Friendly and Relaxed
6. Interactive
7. Effective and Efficient
8. Strategically Focused
9. Persuasive

This unit will help you prepare a presentation which will be informative, colorful and leaving the group wanting more.

#### **Concise and to the point**

1. Give the audience what they want.
  - Highlights
  - Major Points
  - Bottom Line of your ORAL proposal.
2. Give your audience a DETAILED SUMMARY not a lot of detail with a summary.
3. Get to the point quickly.
  - Do not beat around the bush.

#### **Simple – Clear – Organized**

1. Do not make the deadly mistake of providing too much information.
  - Key word here would be focus.

2. Your audience is not a passive collection box just waiting for each and every fact you have.
3. Organize your presentation so that it swiftly and effortlessly moves through your points.
  - Clearly
  - Logically
4. A supremely organized presenter will shift the "power of knowledge" over to the audience to facilitate their decision-making.

### **Interesting**

1. Your audience expects you to get their attention right NOW.
2. Your audience also expects you to KEEP their attention for the entire presentation.
3. How do you keep it interesting?
  - The best and easiest way is to add a little enthusiasm
  - Add a little humor that makes a point
  - Use colorful language
  - Use a few eye-opening examples
  - Throw in a couple vivid illustrations
  - Use some great visual aids

### **Relevant**

Group members typically are always wondering....What's in it for me? Therefore, you as the presenter must keep your presentation relevant to your audience.

The presentation needs to focus on *priorities* and *problems*.

The thought process here is that you are telling the group what the benefits will be for them.

### **Friendly and Relaxed**

1. A presenter who can deliver a briefing in a relaxed, natural, friendly and cordial fashion will be appreciated and respected by their audience.
2. Slow down your speaking pace
  - Talking rapidly to get your information across is not an effective presentation style.
  - Your audience can only hear about 120 words per minute and if you're talking at 200 words per minute you will be tuned out.
3. Select relevant information and present it in an organized manner.



## **Interactive**

Build in flexible time for questions and comments

- You must be fully prepared to deal with possible points of
  - Resistance
  - Confusion
  - Indifference
- A presentation is not a monologue but should be a dialogue with your audience
- A good presenter needs to have good listening skills as well as good speaking skills.
  - The presenter needs to be
    - Receptive
    - Open-minded
    - Empathetic to all forms of feedback

## **Effective and Efficient**

- Effectiveness means covering the relevant critical points of your presentation.
  - Effective means providing just the right supporting information
  - An effective presenter shares pertinent information enabling the audience members to make a good decision
- Efficiency means that presenters are extremely good at time management
  - Efficient means the presenter will reach their objectives with as little wasted energy and words as possible
  - An efficient presenter will move the audience to consensus as quickly and easily as possible

## **Strategically Focused**

- Consummate high-level communicators are persons who can transmit their messages like a laser beam.
- A strategic focus means that a presenter concentrates not on the details but on the projected overall positive outcomes.
- A presenter needs to get to the bottom line in a direct and quick fashion.

## **Persuasive**

The best persuasion is a subtle type of sophisticated low-key persuasion

Not blatant or otherwise heavy-handed

A good presenter will be well prepared

A good presenter will use a well-executed persuasive manner

## **4. Know Your Audience and Do Not Waste Their Time**

- Time is a resource.
- Time is a commodity.
- Time is one of the major elements in a person's life.
- Time to an executive is precious.

You need to accurately find out as much as possible about the group you are presenting too.

Target your presentation objectives to that audience.

Knowing the characteristics of a group allows you to:

- Develop better rapport
- Build trust
- Open communication
- Develop a cooperative relationship
- The executive committee is representative of the entire company.
- Each has their own agenda.
- Each wants and expects something different from you.
- So how do you conduct an audience analysis?
  - Knowledge and experience with topic.
  - Attitudes and opinions toward the topic.
  - Needs, desires, and expectations regarding your presentation.
  - Priorities and pain points facing the individual members
  - Mood and condition
  - Size of the group
  - Position and professions

### **Conducting an Audience Analysis**

What do they know about your topic?

- What exactly does my audience already know about my topic?
- Has anyone covered this topic with them before?
- To what extent?
- What were the audience's reactions and results?
- How much can they adequately digest during this one presentation?
- What topic areas are they most familiar?
- What topic areas are they least familiar?

### **Conducting an Audience Analysis**

What are their Attitudes and Opinions?

- Why is this audience assembled here?
  - Is it a captive audience?
  - Are they here because they want to be?

- How can they benefit by what I am proposing?
- What is their personal or professional stake?
- What is their present attitude?

### **Conducting an Audience Analysis**

Needs – Desires – Expectations

- What does the Executive Committee absolutely have to know in order to make a decision?
- What are their needs in priority order?
- What have the Executive Committee been told about the presentation?
- What outcome do they want from the presentation?
- What does the Executive Committee know about experience, credibility and me?
- What do they really want, not just need?

### **Conducting an Audience Analysis**

What are their Priorities and Pain Points?

- What are the primary interests and concerns of the audience?
- Why are they important?
- What are the personal motivations of the people?
- What sensitive issues should I avoid or deal with in a special way?

### **Conducting an Audience Analysis**

What is the Mood and Condition?

- What is the present mood and condition of the group?
- How can I as presenter create a more positive attitude with the group?
- What are my plans if the group is:
  - Distracted
  - Tired
  - Aggravated
  - Impatient
  - Etc.

### **Conducting an Audience Analysis**

How many people will be there?

- This is important so that you will be able to prepare for certain types of interaction.
- The larger the group the more difficult it is to have everyone adequately join in on discussions.
- Audience size will determine:
  - Visual aids you will decide to use
  - Number of handouts to prepare

- A smaller audience:
  - Tends to make people more independent
  - Free thinking
  - Prone to asking questions
  - Is more personal
  - More informal
  - More interactive

### **Conducting an Audience Analysis**

#### **Positions and Professions**

- Determine the functional specialties of the people.
- Determine the educational levels of your audience members.
  - The higher the level the more concise and strategic your presentation must be.
- Positions and Professions will determine what you use as:
  - Examples
  - Quotations
  - Content
  - Jargon

## **5. Developing a Presentation: Visual Aid Strategy**

**The most common form of Visual Aids is use of a projector.**

Other forms of Visual Aids would be:

- Working model
- Live model i.e. clothing model
- Examples of an actual product.

Whatever is used the visual aid must be relevant to the whole presentation.

How do you develop a good working Visual Aid Strategy?

- Do not take the use of Visual Aids for granted.
- Ask the question: "What is the intended effect of my visual aids?".
- How can I use visuals to help me reach my presentation objectives?
- How can I use visual aids to greatly improve my overall communication effectiveness and efficiency?
- How can my visuals help the audience understand and focus on the critical points?
- How can my visuals enhance the professionalism of my presentation?

**How can visual aids save time?**

- Visual aids will help your audience comprehend your information and conclusions as quickly as possible.
- Think about ways of designing and using visuals to get your message across faster.
- How can you use them to quickly summarize key points?
- How can your visuals create or enhance a desired audience mood?
- How can you design and use your visual aids to help entertain your audience while you're giving them information?
- How can you use visuals to tell an emotional story that can't be told by words alone?

**What can your visuals do to help your audience remember your key points.**

Audiences remember that:

- Which is important to them
- Which is unusual
- Interesting
- Shocking
- Fascinating
- Mentally and emotionally stimulating.

How can you use your visuals to strongly repeat your key points in ways that are not obviously repetitious?

### **In what ways can you project realism and credibility with your visuals?**

- Well-designed visuals can definitely help the audience wrap their hands around a slippery concept.
- Ask yourself how you can use video sequences:
  - Sound
  - Photographs
  - Illustrations
  - Animation
  - Solid models
- Give believability and authenticity to your information.

### **How can visual aids organize your presentation?**

Properly designed visuals can help you deliver your briefing:

- Orderly
- Logically
- Creating an easy flow of thought from idea to idea

Determine how your visuals can help to simplify your message and condense it in a way that will reduce unnecessary questions or discussion.

Picture your visuals as steps on a staircase leading the audience up to your natural conclusion.

### **How can your visuals help you in speaking?**

- You need to decide how to design your visuals with just enough text and graphics to logically help you guide your presentation along by 'jogging your memory' with transitional points.
- Effective visuals should enable you to conversationally cover your material, instead of forcing you to read it word for word.

### **How can your visuals attract attention and hold audience interest?**

- Putting life into presentations from the very beginning is critical.
- How can your visuals fire up the audience's intellect and emotions?
- How can you design your visuals in such a flexible manner that the audience has the full capability to interact with you in a discussion mode rather than in a tightly structured, one-way only monologue?

### **How might you emphasize and focus on your critical points?**

- How can you use visual aids to slam your points across?
- How can you design your visuals to make critical or important points jump out at the audience?
- The best-designed visual aids have only two goals.
  - Make the communication process more effective
  - More efficient
- Simple and clear
  - The Visual Aid immediately enables the audience to grasp the major point.
  - Also supporting ideas
- The ideal visual gets your ideas across clearly
  - Does not draw attention to itself.
- Visible
  - Smallest details on the visual can be seen by everyone in the audience
  - The visual designed in a neat, easy-to-view way.
- Legible - Things need to be read quickly and easily
  - Typefaces
  - Text
  - Illustrations
  - Pictures
- Focused and interesting
  - Draws audience's attention on the main points being supported
  - Visually captures and holds them.
- Appropriate and relevant
  - Contains only critical information needed to help the audience
  - Understand and agree with the points being made
- Consistent and customized
  - There needs to be sameness in terms of design.

## 6. Overcoming Speaking Fear

Let's review for a moment

- You have had a piece of P.I.E.
- You have learned how to analyze.
- You have learned how not to waste time.
- You have developed a Visual Aid Strategy

But your knees are still knocking and your palms are sweating. Your voice is shaky and your heart is racing at the thought of the presentation. Let's find out why.

There are four phobias related to public speaking.

### 1. Stage Fright

You are not alone-about 85% of the general population feel anxious about speaking in public.

Who are some of your peers who also suffer from bouts of stage fright?

- Lee Iacocca former CEO of Chrysler, also a former shrinking violet in front of audiences.
- Fidel Castro leader of Cuba.
- Winston Churchill, a highly articulate speaker who actually collapsed during a speech early in his career.

Along with stage fright, another phobia is fear of Ridicule:

### 2. Ridicule

- Sticks and stones will hurt your bones
- And words and looks can harm you too.
- **Bombing in front of an audience causes**
- Immediate and deadly SELF-ridicule
- This further accelerates the performance decline
- **What goes through our head when preparing for a presentation?**
- I know that one of them will come out with some wise-ass comment
- If I get a little nervous they will laugh at me
- They expect me to have all the answers.

### 3. Fear of Failure

- "Fail" is a terrible four-letter word for most of us.

This is probably the most tenuous and frightful phobia.

- Often we place so much emphasis on the presentation that we feel if we fail so goes our career.



We use our imaginations to carefully craft foreboding scenarios that visualize the maximum damage that will occur to us if we make even a minuscule mistake.

Perfectionists are especially susceptible to catastrophizing.

People who dwell on failure or mistakes often put themselves through the mental wringer called the “Should Syndrome” both before and after the presentation.

#### The “Should Syndrome”

- I *should* have prepared more for this big presentation, but I was so busy with other pressing priorities.
- I *should* have been more assertive in my request for funding.
- I *should* have rehearsed more – I would have been smoother.
- What’s wrong with me? I *should* have expected that tough question being brought up.

The “Should Syndrome” is not healthy.

A healthy approach is to feel good about what you’ve done.

Examine the areas you need to improve upon next time, and just do it without a lot of fanfare and fluttering.

#### 4. **Fear of the powerful**

- Big Shot versus Little Tot

This fear is a fear of being in front of a group of executives or other important and influential people.

Many times what you are doing is going before a group of decision-makers to ask them for something.

There are those that can speak to 10 people but 200 will curl their toes.

There are some that can speak easily to subordinates but choke up when facing their bosses.

#### **Fear of the Powerful – Continued**

Here are some examples of “Execuphobia.”

- They’re all so successful and I’m not.
- Why should they listen to me?
- They must know so much more than I do.
- They’re very powerful. I need to impress them.
- If we believe the audience to be somehow wiser, superior and judgmental our anxiety will increase.

Trust yourself, you know more than you think you do.

### **Ways to Beat Speaking Anxiety**

#### **Anticipate – Be Prepared – Check it Out**

- The more prepared you are the more you know your material the less nervous you will be.
- Anticipate all types of questions and be prepared to answer them.
- Rehearse your presentation several times in front of friendly critics who can give you feedback on your skills and content.
- If you can, go through a last dry run of your entire presentation in the room with the equipment you'll be using.

#### **Don't Hyperventilate – It Makes You Hyper**

The simple act of proper breathing can help to lower pre-speaking stress and put you in a more desirable psychological state of mind.

A few minutes of conscious deep breathing right before your presentation can:

- Lesson tension
- Focus your energy and concentration
- Give you a heightened sense of confidence and control

#### **Other Proven Ways to Beat Anxiety and Tension**

The following ideas are designed to:

- Drain stress
- Cover it
- Get yourself in a positive, relaxed frame of mind by doing something you find enjoyable.

You need to realize people want you to succeed

All audiences want speakers to be

- Interesting
- Stimulating
- Informative
- Entertaining
- They want you to succeed

Turn nervousness into positive energy

The same nervous energy that causes stage fright can be an asset to you

Harness it, and transform it into vitality and enthusiasm

### **Other ways – continued**

Visualize yourself speaking

- Imagine yourself walking confidently to the lectern as the audience applauds.

Imagine yourself speaking

- Voice loud
- Clear
- Assured

When you visualize yourself as successful, you will be successful.

Concentrate on your message – not the audience.

Your nervous feelings will dissipate if you focus your attention away from your anxieties and concentrate on your message and your audience, not on yourself.

### **Other ways – continued**

NO CAFFEINE

- Your adrenaline provides you with enough stimulant before your presentation.
- Drink a decaffeinated beverage and treat yourself to a cup of coffee or tea afterward.

Exercise

- Exercise can burn tension away quickly.
- Even a quick walk right before your presentation can help.

Look great

- When you are dressed in your very best and groomed to perfection, you'll feel good about yourself and your confidence will soar.

## **7. How Your Presentation Can Make a Winning Impression**

### **Secrets to capturing your audience**

Like, Respect, and Trust are three major secrets to learn. If you can achieve all three you can practically guarantee reaching your objectives.

Newcomers to the presentation realm who are presenting to a high level audience for the first time, need to prepare and strategize

- To behave in psychologically convincing ways
- To project a fine personal and professional image
- To quickly grab the minds and hearts of the group

You need to quickly and tightly connect and stay hooked up with your audience.

### **Like – Respect – Trust**

A presenter can have the greatest message in the world and can be an accomplished speaker, but if his or her personality or manner clashes with the audience, the audience can quickly turn off their minds and more importantly their hearts.

Depending upon how much an audience likes you, it can forgive certain minor-to-moderate weaknesses or honest mistakes you make.

RELAX – Be yourself – be comfortable with your audience.

Don't act intimidated. They want you to be at ease.

Who really wants to see a presenter that is shaking like a leaf in the wind?

SMILE – sincerely and have friendly eye contact with all members of your audience.

Smiling and eye contact will also help you achieve trust with your audience.

Have a purely natural conversation with your audience.

Talk with them not at them.

You're not a stiff and formal orator you're a personable communicator.

If it's relevant to your points and you're naturally good at it, appropriately weave humor into your messages.

### **Personalize your presentation.**

Use people's names when appropriate.

Give personal examples of points you are making.

Communicate everything from their point of view.

### **Getting Them to Respect You**

When we respect someone, we admire him or her.

The greatest form of respect is to revere or venerate somebody.

We can respect someone for

- Who they are
- What they've done
- How they behave

Be highly organized, prepared, and knowledgeable about the topic.

Work on coming across poised, confident, and competent while presenting.

Have an impeccable and appropriate appearance.

Act reasonable, open-minded, fair, and flexible in dealing with the audience and their requests.

Don't hold grudges against dissenters in the group.

Be composed and in control when problems develop – don't get flustered by anything the audience says or does.

Be sensitive to and respectful of the audience's values, tastes, desires, and sensitivities.

Subtly and tastefully mention your past accomplishments that relate to your presentation objectives to boost your credibility.

Behave in the most professional, responsible, and mature fashion.

### **Getting Them to Trust You**

Truth is the essence of trust and the rock-solid basis for the persuasion process and for establishing a positive image with an audience.

Demonstrate that you're an unselfish, highly conscientious team player who freely gives public credit to other deserving members.

Work toward cooperation and compromising for the good of the group.

Maintain strong direct and friendly eye contact with your audience.

Use a conversational voice tone.

Give frank, straightforward answers without hesitating or equivocating.

Never act as if you have all the answers.

Demonstrate high principles and deep ethical convictions and stick to them regardless of group pressure to change.

Demonstrate good will toward the audience with selfless intentions.

Emphasize that you have the audience's best interests in mind when asking for their help or commitment.

Show your consistent reliability and dependability to meet stated commitments.

Be yourself.

Come across as very natural and sincere.

Don't role play, wear a mask or put on airs.

Display humility.

"It is always the secure who are humble" Chesterton

## 8. Designing Better Visuals

Design each visual to make just one major point. The dominant idea or concept should jump out at the audience immediately. There should be supporting information for the idea.

Keep the visual simple.

Keep the visual neat.

Keep the visual uncluttered.

Make sure the visual is not complex or busy.

Don't squeeze all the text or graphics into a small area in the center.

Spread everything out and make everything as large as possible for easy viewing.

Use large, clear BOLD letters.

Use as few words as possible to create a complete idea.

People are accustomed to reading or looking at something from left to right and top to bottom, keep that in mind when designing your visuals.

Do not use vertical printing.

Round numbers off. Look at everything on your visual and ask if you absolutely need it.

### **Copyedit and proofread.**

Check spelling and consistent punctuation and verify accuracy, especially names of people and organizations.

Double-check data.

Typographical errors, misspellings, and factual errors loom larger than life.

One mistake can make people suspicious of the entire presentation.

Have short titles that creatively communicate something.

The visual should encapsulate your idea or point, grab attention, and titillate interest.

Determine the feeling and impression you want to portray via the title.

Highlight words or graphic elements by using color, different size text or fonts, bolding, underlining, and so on.

Use arrows, asterisks, or enclose items in rectangles, ovals, or use screens.

Use emphasis for emphasis only overdoing it defeats its purpose.

Do not mix horizontal and vertical formats for your visuals.

Stick with one or the other.

A horizontal format is preferred because it appears larger and conforms to images shown on television and movie screens, which people are accustomed to.

Do not over design your visual.

Today's computer presentation software and desktop publishing programs give lots of design choices.

An attractive, elegantly simple, design is best.

Avoid stark contrasts from one visual to another.

Avoid mixing very serious visuals with humorous ones.

The visual should fit the audience situation and mood.

### **Use colors sparingly.**

Overdoing and mixing too many colors will detract from the main points.

Use colors to contrast, highlight, differentiate categories, separate groups of data, or call attention to something.

### **Do not block the audience view.**

Place the projector and screen in an optimum position.

Always be aware of the viewing effect of where you stand or the effect of moving around the audience.

Speak with extra volume when using visual aids. Do not read the text on your visuals word for word.

Change slides or overheads yourself. Have your equipment fully set up and the first visual aid placed and ready to go.

Have someone there ready to switch the lights on and off, adjust the sound system and handle other equipment needs while you're speaking. While you are changing your overheads or slides, keep talking. You want to stay about 5 seconds ahead of your next visual to keep your transitions and flow smooth. **GOOD LUCK!**