



Presentation Tips for Briefing the Boss and Rocking the Stage

- 1) **Imagine your best-case scenario.** Before you do anything else, determine your desired outcome from this speech or presentation. Do you want a raise, new business, greater appreciation of what you do? Let that lead how you develop your talking points.
- 2) **Be your own rock star.** If you don't believe in what you're saying, how will anyone else? Find a way to enjoy what you're saying, how it's presented, and the people in the room. Your confidence will come through.
- 3) **The 90/10 rule.** Most people will only retain 10% of what you've said, no matter how well you enunciate or how well they listen. If someone will only remember one point, what do you want that to be?
- 4) **The 90/10 rule.** Ninety percent of what people pay attention to in any conversation is nonverbal. Your inflection, and how often you say "um" and play with your hair. When you practice (and you should), pay attention to how you say things as much as what you say.
- 5) **Show, don't tell.** People remember images more than words. Even with a data-heavy presentation, your audience is more likely to retain your key message if they have *felt* why it is important to them, and how this information will help them.
- 6) **Aim to be bored.** But not boring. This refers back to tip #3. Once you know your main point, say it at least three times in the span of your talk. When you think it's overkill should be about the right amount.
- 7) **Practice spontaneity.** Timing can make or break a good joke, and a meaningful story. Plan for pausing to punctuate important points, and for audience laughter and applause. Rehearsing in advance helps you stick to the plan once all eyes are on you.
- 8) **Look at people.** Speaking of eyes, you need to be ready for everyone to look at you. If you look away because you're nervous, that will send the wrong message to your audience. Stand in front of the mirror and practice looking into your own eyes while you speak.
- 9) **Footwear.** Time for your dress rehearsal! Stand up while you rehearse (speaking out loud no matter how funny it feels), and wear the shoes you will for the real thing. It creates a muscle memory; your body and mind will think you've already given your presentation.
- 10) **The shower test.** How will you know when you're ready? Get in the shower. If you can recite the main points, comfortably remembering your transitions between them, you are good to go.

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and making the most of your current one.**