

6 Tips to Becoming a Great Presenter



At some point, business leaders are required to give a presentation. For many of us, public speaking can be terrifying. According to Statistic Brain, 74% of people suffer from anxiety during public speaking. As a business leader it is critical that you improve your public speaking abilities if you introduce or improve business processes.

The following are a few methods that can create more engaging presentations:

Do Not Read from Your Power Point

If you plan to only read the Power Point then just email your employees a copy. The Power Point should only be an outline of your presentation. And try to limit the resources you refer to during your presentation to the PowerPoint outline. More sources will only distract and confuse you during the presentation. The more you practice and know the material you are presenting, the more relaxed you will be.

Use Engaging Body Language

Make your employees feel like you are speaking to each of them individually with eye contact, smiling, and not turning your back away. Doing so, could make the presentation feel more like a conversation. Your employees will be more likely to ask questions at the end.

Tell Stories

Your employees want to be able to relate to you. Rather than make them feel lectured, give them an example of when you went through a similar situation. Bonus points if you can make them laugh! Provide your employees with information that is not listed to increase employee engagement.

Start Strong

The beginning of the presentation sets the tone. Do you want your presentation to be light hearted? Make a joke! Is the presentation serious? Start with a statistic or story.

Focus on Your Audience's Needs

Build your presentation for what you would like your audience to receive. If what you are saying does not contribute to the core message then do not say it.

Use Your Voice Effectively

None of the other tips matter if you cannot master your presentation voice. Your audience must be able to hear you. This does not only require speaking louder. Annunciate your words and slow down your speech. Don't rush to get the information out. Try for a comfortable conversational pace.

Practicing your presentation techniques can have many benefits for your career. You can improve training methods, sales, and the efficiency of your company.

Relax... presentations do not have to be that bad!