



Impact Presence

Connect · Inspire · Influence

HIGH IMPACT PRESENTING:

Speak with IMPACT and PRESENCE

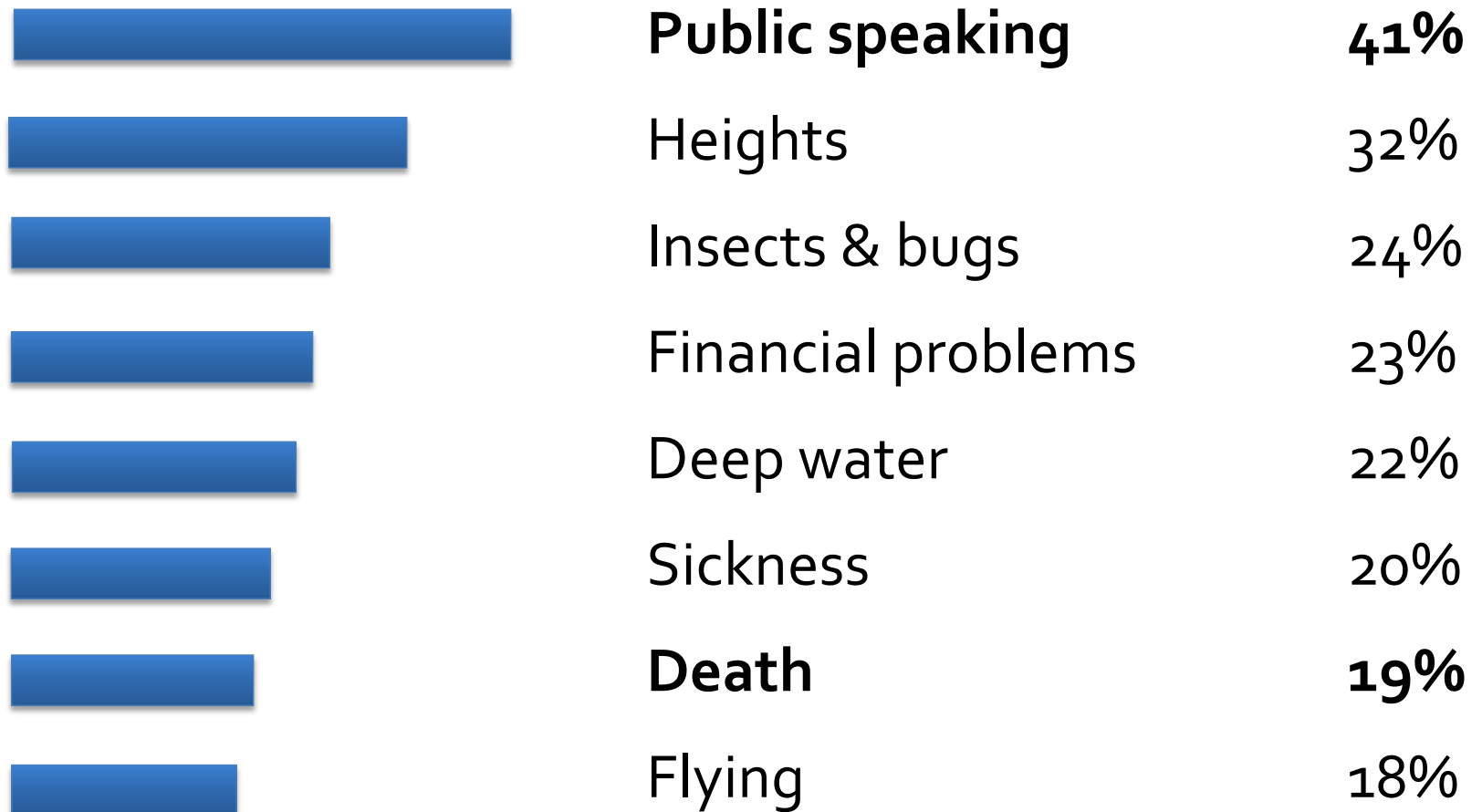
Christine Felgueiras

 @ChristineFelgue

 [instagram.com/impact_presence](https://www.instagram.com/impact_presence)

 [facebook.com/ImpactPresence](https://www.facebook.com/ImpactPresence)

Top fears



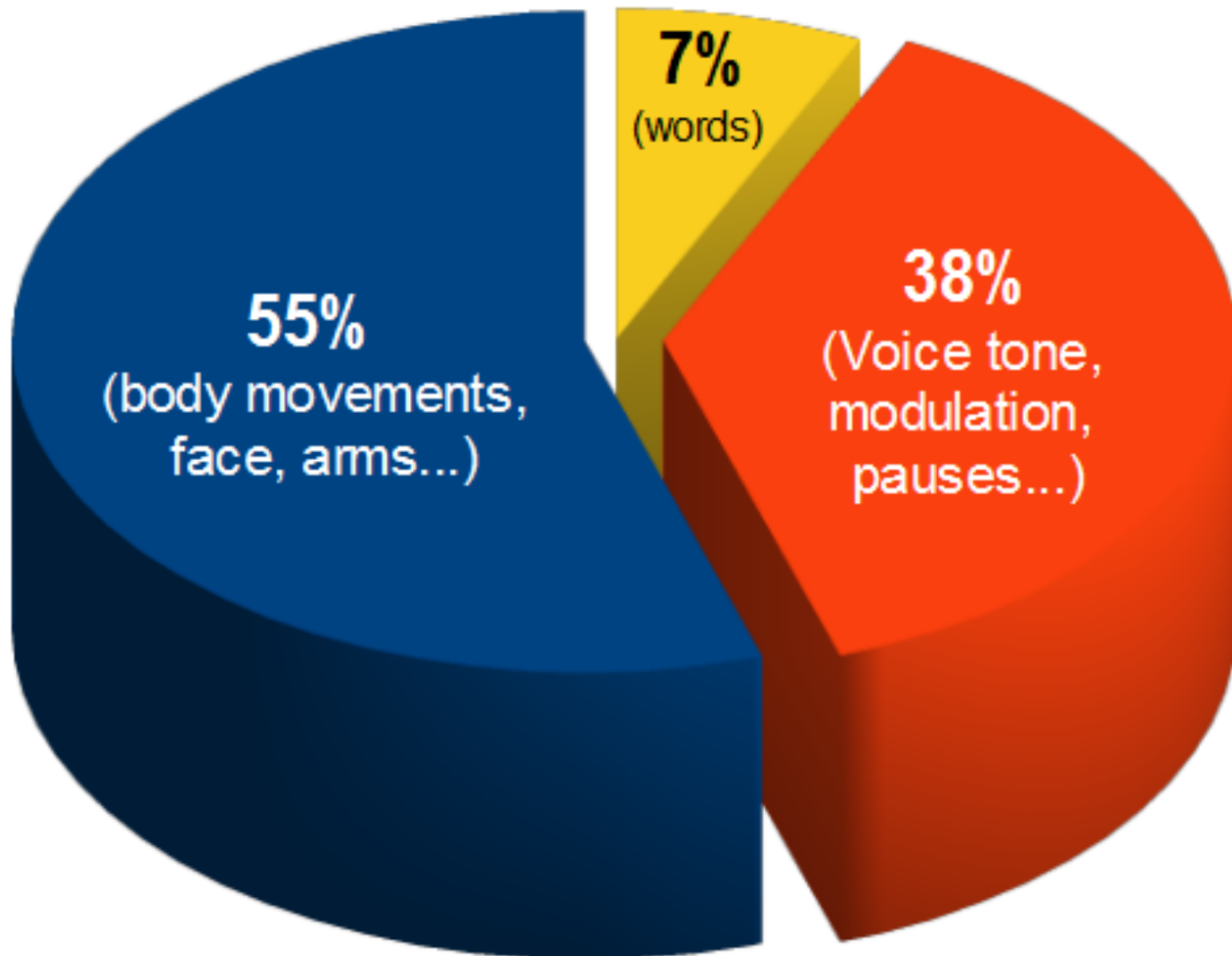
You can learn it, You can become it!



Effective presentation skills



You are judged 93% how you look and act,
7% By what you say?



Speaking with impact & presence

❖ **Connect**

❖ **Inspire**

❖ **Influence**



It begins with YOU



- Two objectives: the audience remembers you & your message
- You are the gateway
- Your own conversational style is your best style



Prepare to perform



Know your audience



The presentation pyramid:

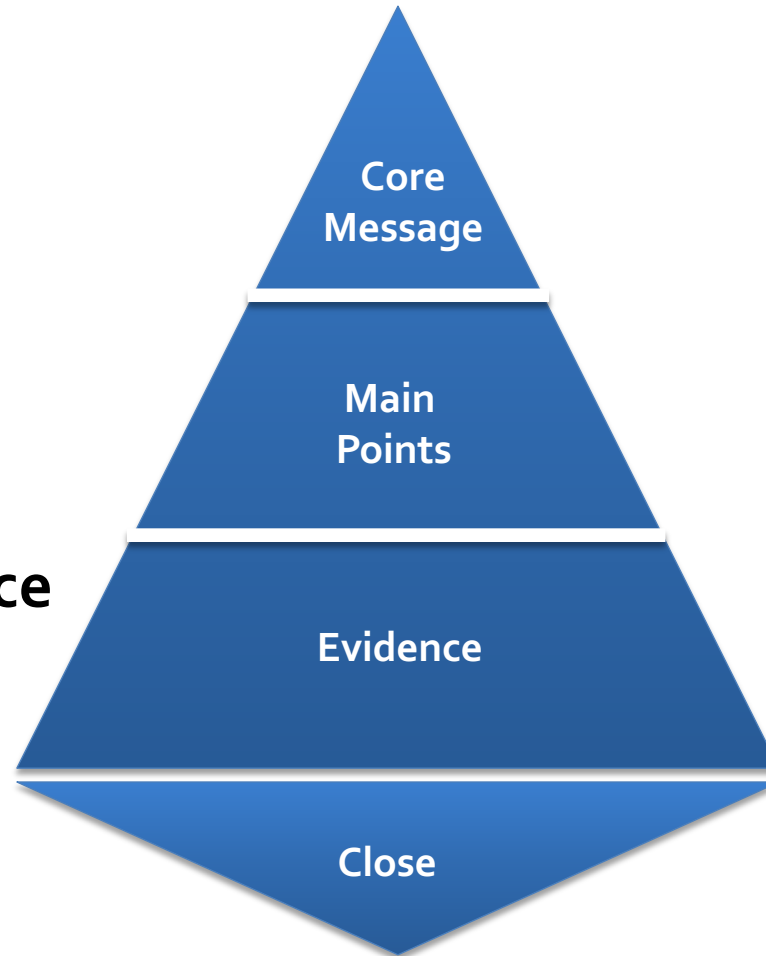
Steps to structuring any presentation

1st – Headline

2nd – Primary Points

3rd – Supporting evidence

4th – Close



Direction of talk



Create a headline

Core Message:

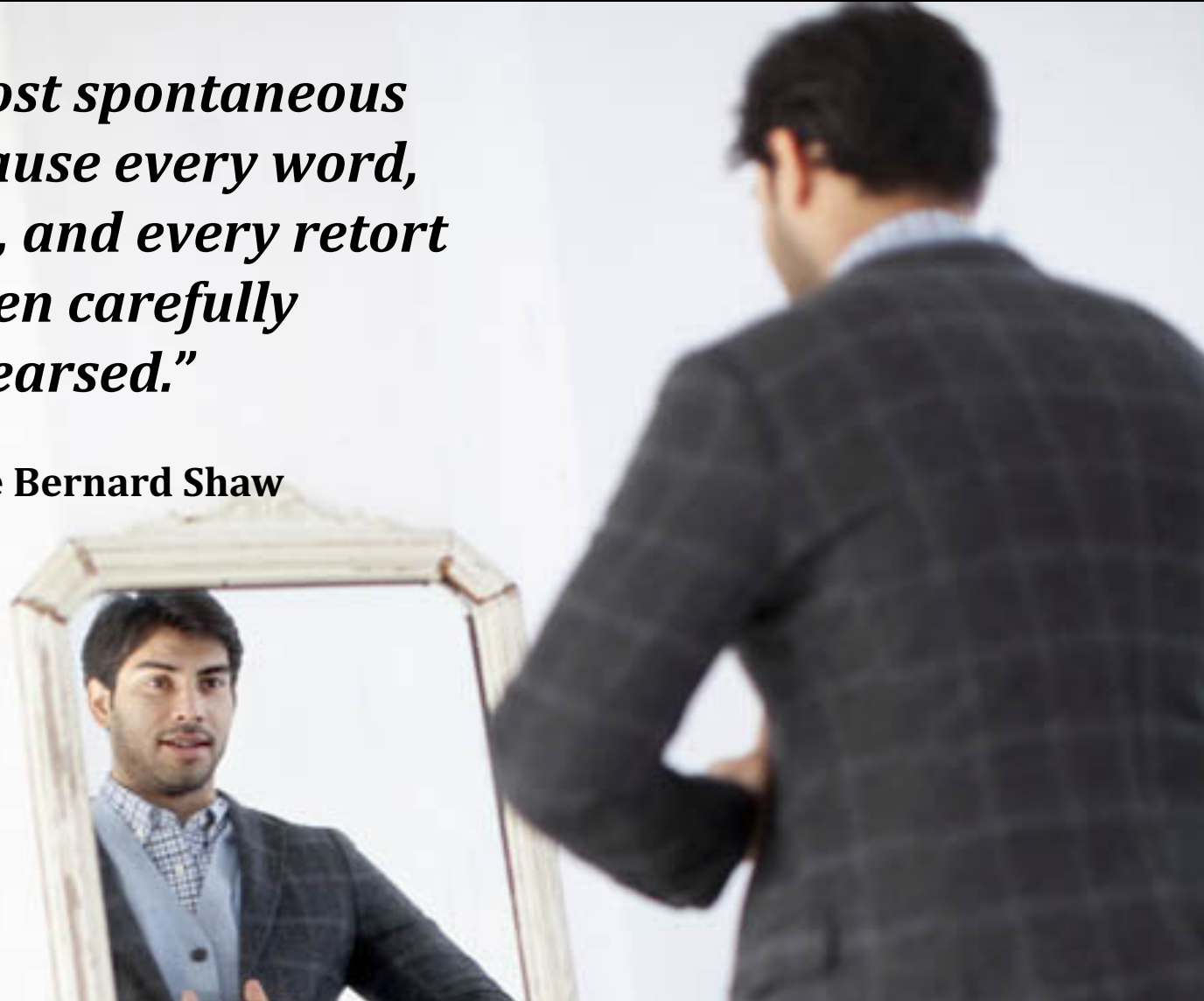
- The city of Toronto will be imposing a city-wide ban on texting while walking. This is to ensure people will not harm others, street signs, pets or themselves. A fine of \$250 will be imposed.
- \$250 fine! City of Toronto bans text-a-walk
- Texting while walking? It's going to cost you!
- \$250 text!

Rehearse and rehearse again

“I am the most spontaneous speaker because every word, every gesture, and every retort have been carefully rehearsed.”

- George Bernard Shaw

**1 hour
presentation
=
30 hours of
preparation**



Managing anxiety



Breath!



- Inhale:
 - Preparation
- Exhale:
 - Execution



POWER POSE



High power pose



Turtle pose



Delivery style

- **Body language**
- **Power of the pause**
- **Power of pacing**



Body language speaks - Posture



- Straight posture indicates leadership and confidence
- Leaning slightly forward indicates interest and care
- Hunched shoulders indicates lack of confidence
- Slouching to the side shows disinterest

Eye contact – rapport building

- Keeps the audience engaged
- Sign of confidence and respect
- Adds emphasis, truth and authority
- Builds trust



Hand positioning



Stiff



Expressive



Jazz Hands



Low

IDEAL

High

Hand gestures to avoid



- Barney T-Rex syndrome
- Finger pointing
- Clenched hands

Establish your base posture



Hand positioning and standing



Avoid:

- Hands in pockets
- Crossed arms
- Arms behind your back
- Swaying and rocking
- Stepping backwards

Podiums



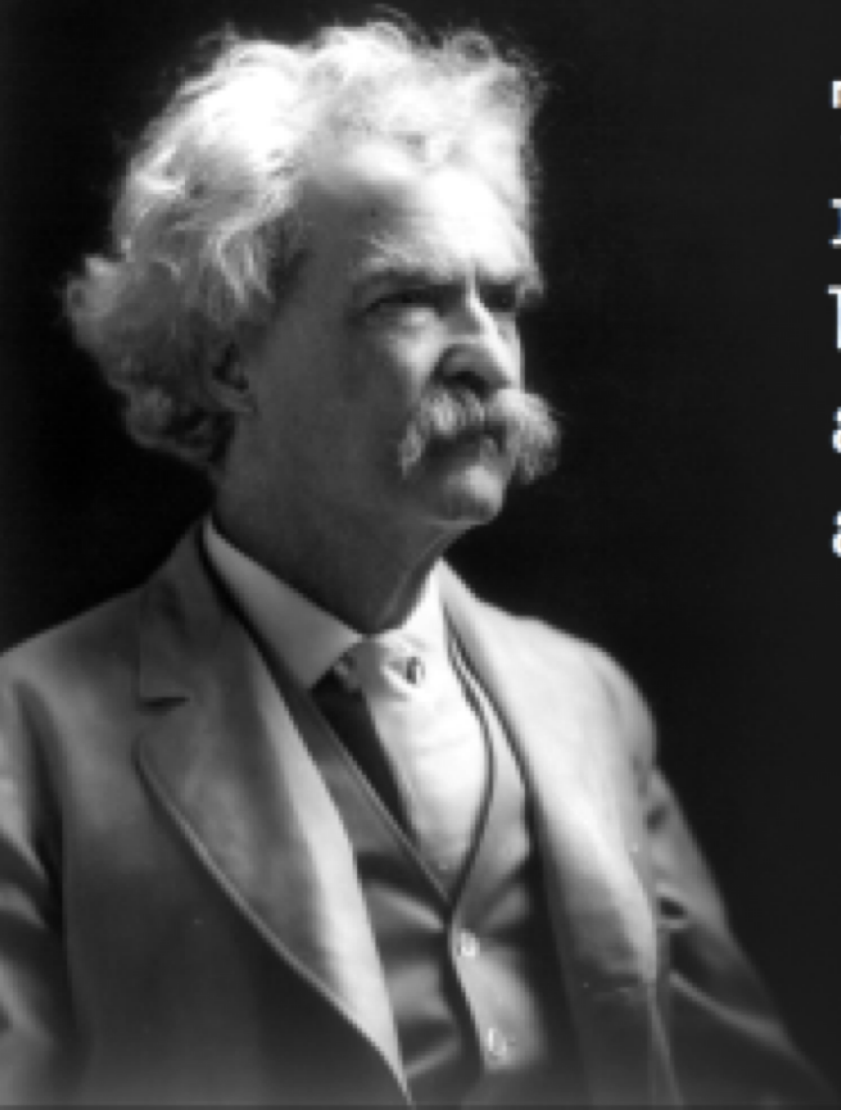
- Placement
- Height
- Hands off!
- Posture

The smile

False smiles pull back only the mouth, real smiles pull back both the mouth and eyes



Power of the pause



The right word
may be effective,
but no word was ever
as effective as
a rightly timed pause.

Mark Twain

Pausing



Silence



Thought



Memory

Power of the pause

- 1st - Pause creates anticipation
- 2nd - Pause allows the audience to think about what you've said

- 3rd - Pause allows you to think about what you're going to say next



Power of pacing

- Rate of word delivery – your own pace
- Rate of ideas – delivered at a digestible pace



When Speaking....



- Speak to the audience, not your slides
- Be clear and concise
- Pitch, tone and pauses
- Avoid verbal crutches

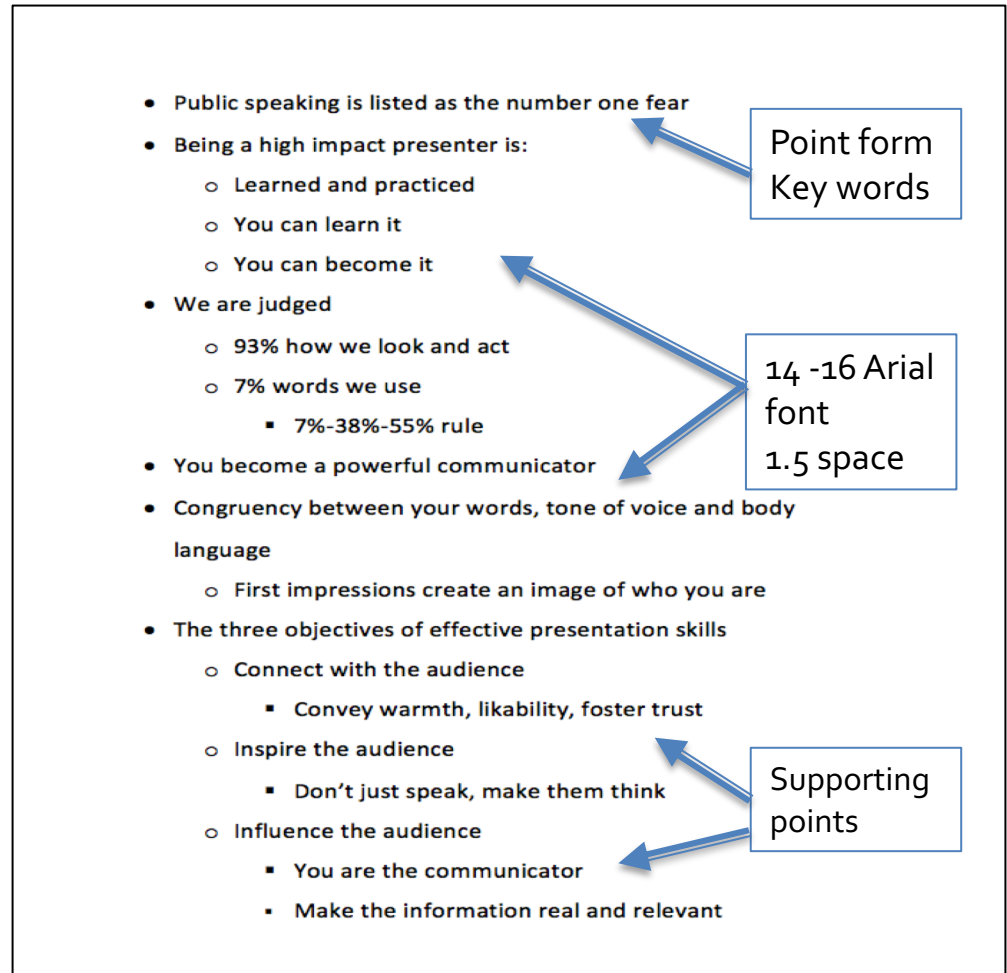
Your delivery aids – Visual & Audio

- 10 – 20 – 30 rule
- Images over text
- Communicate ideas
- Support message



Guidelines for proper notes

- List ideas in point form
- Use key words
- 14 to 16 pt Arial font
- 1.5 line spacing



Dress for impact

Business Formal



Business Appropriate



Smart Casual



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"You are your greatest asset. Put your time, effort and money into training, grooming, and encouraging your greatest asset."



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THANK YOU!

christine@impact-presence.com

www.impact-presence.com