

OWN THE STAGE: Enhance your Presentation Skills

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CLEARDAYCOMMUNICATIONS

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AGENDA

- Managing Nerves
- What's the Big Idea?
- Know Your Audience
- Prepare With Confidence
 - Content
 - Stories
 - Delivery



How to Combat Nerves

- Preparation
- Practice
- Perspective
- Stress as friend *(Kelly McGonigal)*



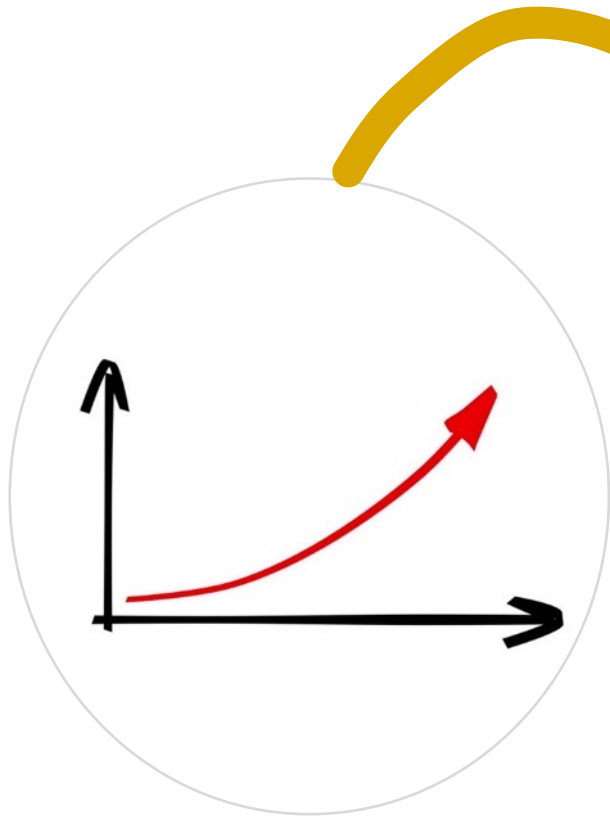
Nancy Duarte's Strategies:

- Quiet your mind
- Breathe
- Laugh
- Visualize

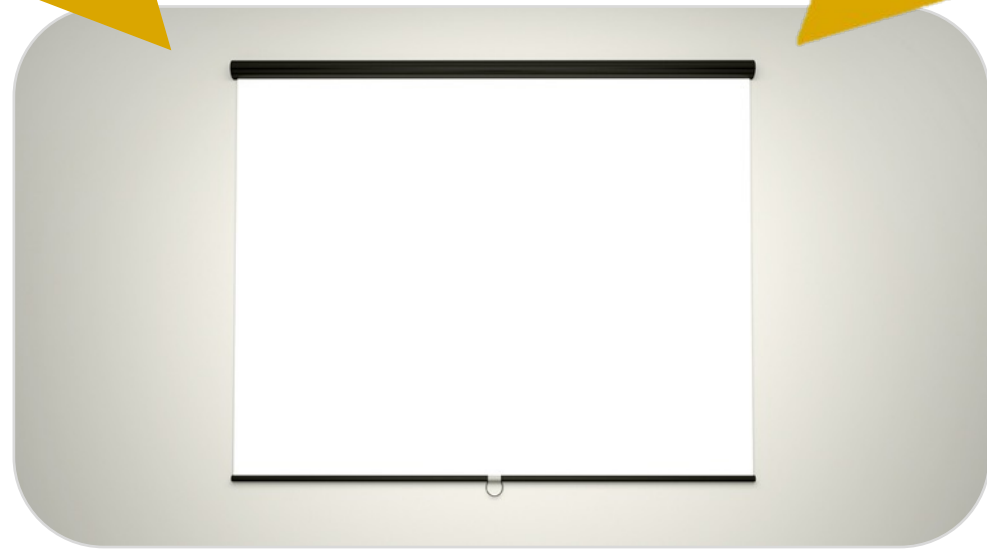


Why do we present?





Reports



Presentations



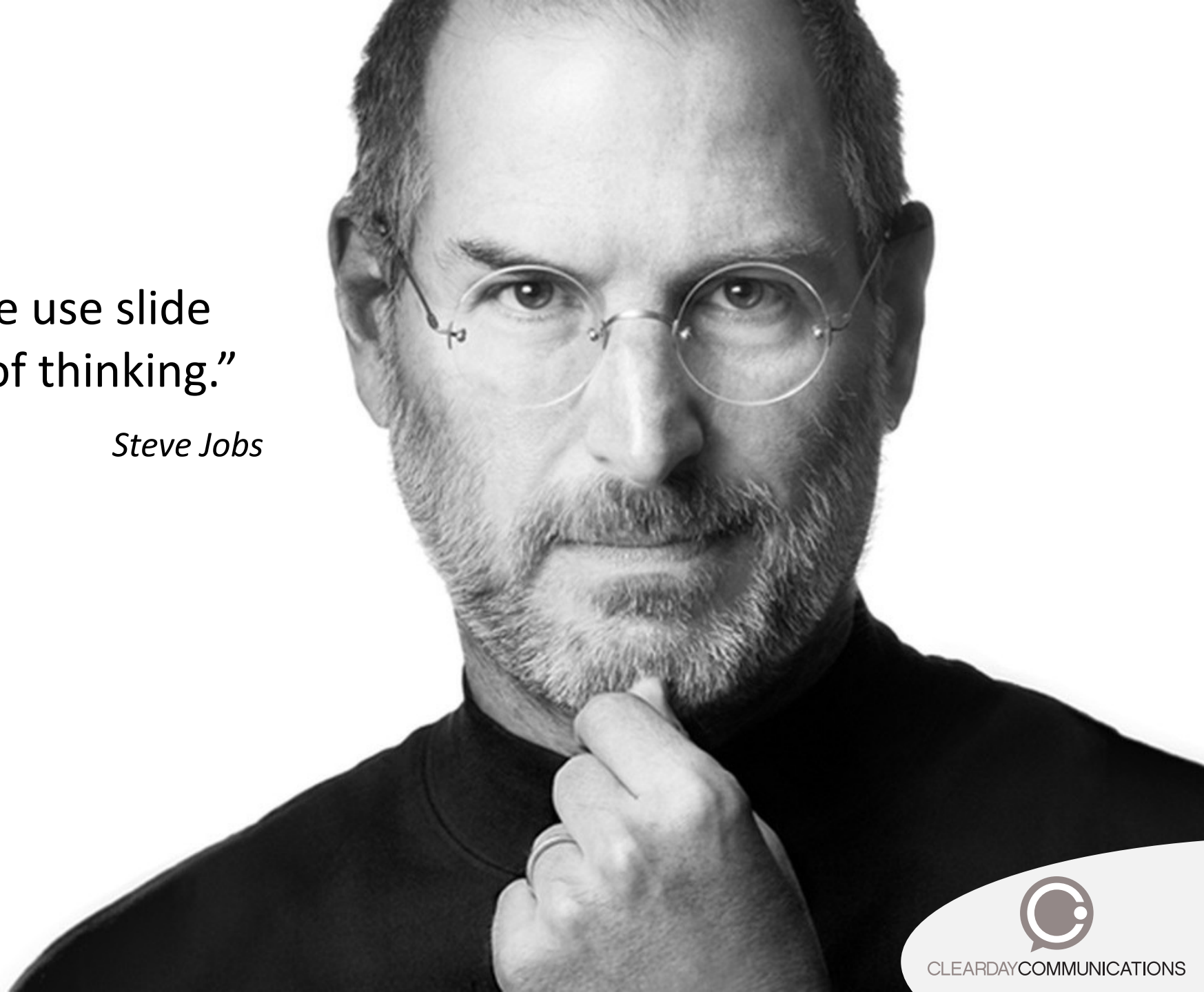
Stories



Think First

“I hate the way people use slide presentations instead of thinking.”

Steve Jobs



Know Your Big Idea

What is it that you are trying to inspire, motivate, or teach your audience to do?



Know Your Audience

Who is the target of your presentation?

What motivates them?

What unique characteristics do they have as a group?

How do you need to adapt your presentation to be most relevant and impactful to them?

Know the Logistics



How much time do you have?



What's the room setup or online platform? Can you change anything to facilitate the desired result?



What else do you need to know?

Ways to Structure a Presentation

TED Talk Model

- Big idea
- Research/Data
- Application
- Challenge

Problem-Solution Structure

“High School Essay”

- Introduction
- 3 paragraphs
- Conclusion





**Ideas presented in threes are more memorable to the listener.
Think of things in our culture that utilize this.**

The Anatomy of a Presentation

The Intro – A HOOK

- Evokes interest and/or emotion
- Introduces theme
- Sets the tone
- Establishes trust





Ethos



Logos



Pathos

The Conclusion – A KNOT

- Punctuate
- Leave audience with a thought, question, application



Ensure your presentation
ends with a period,
exclamation or question
mark, NOT an ellipsis.

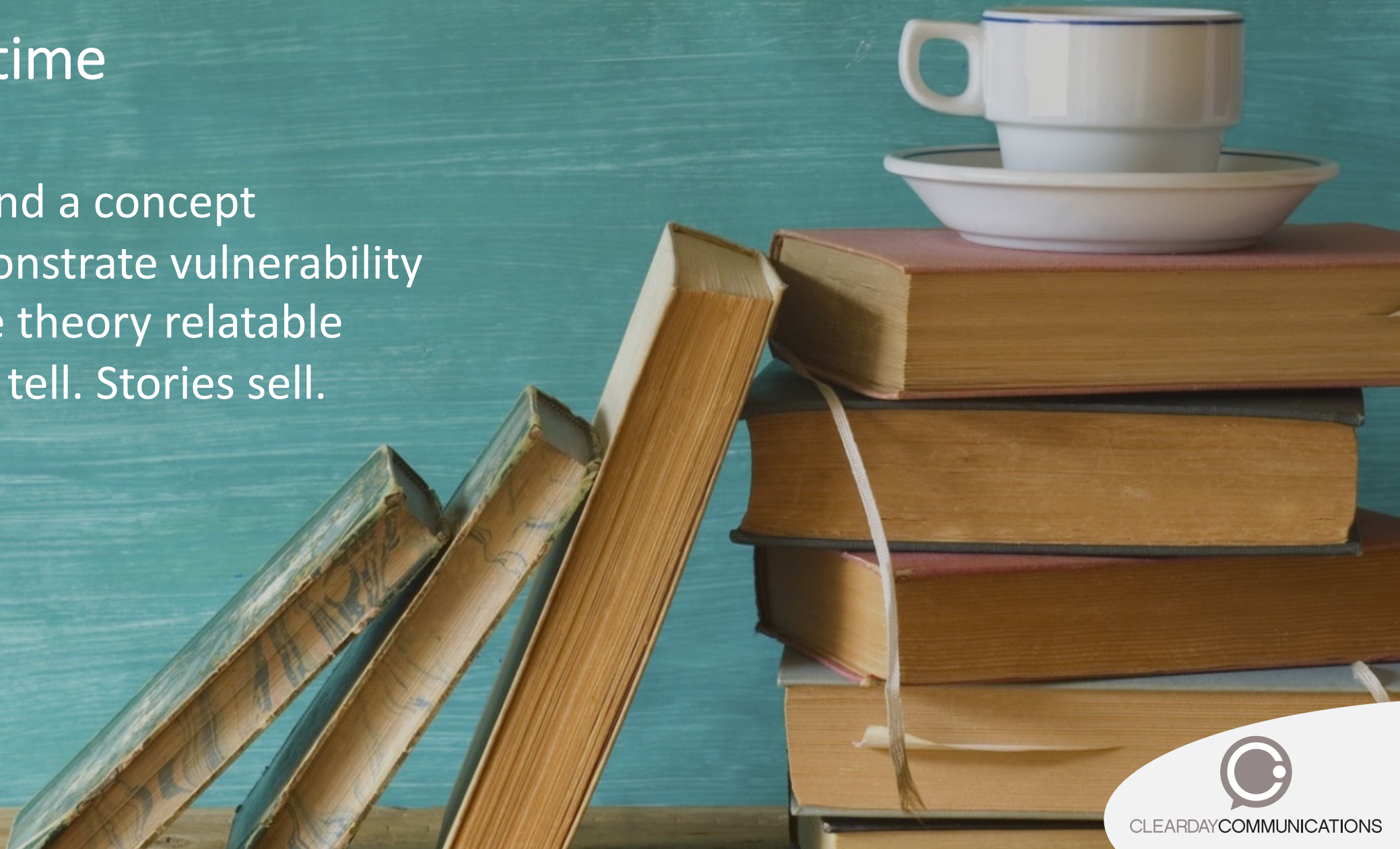


Tell Stories



Story-time

- Ground a concept
- Demonstrate vulnerability
- Make theory relatable
- Facts tell. Stories sell.





Inspire People to Act

Stories are better instigators of action than facts.



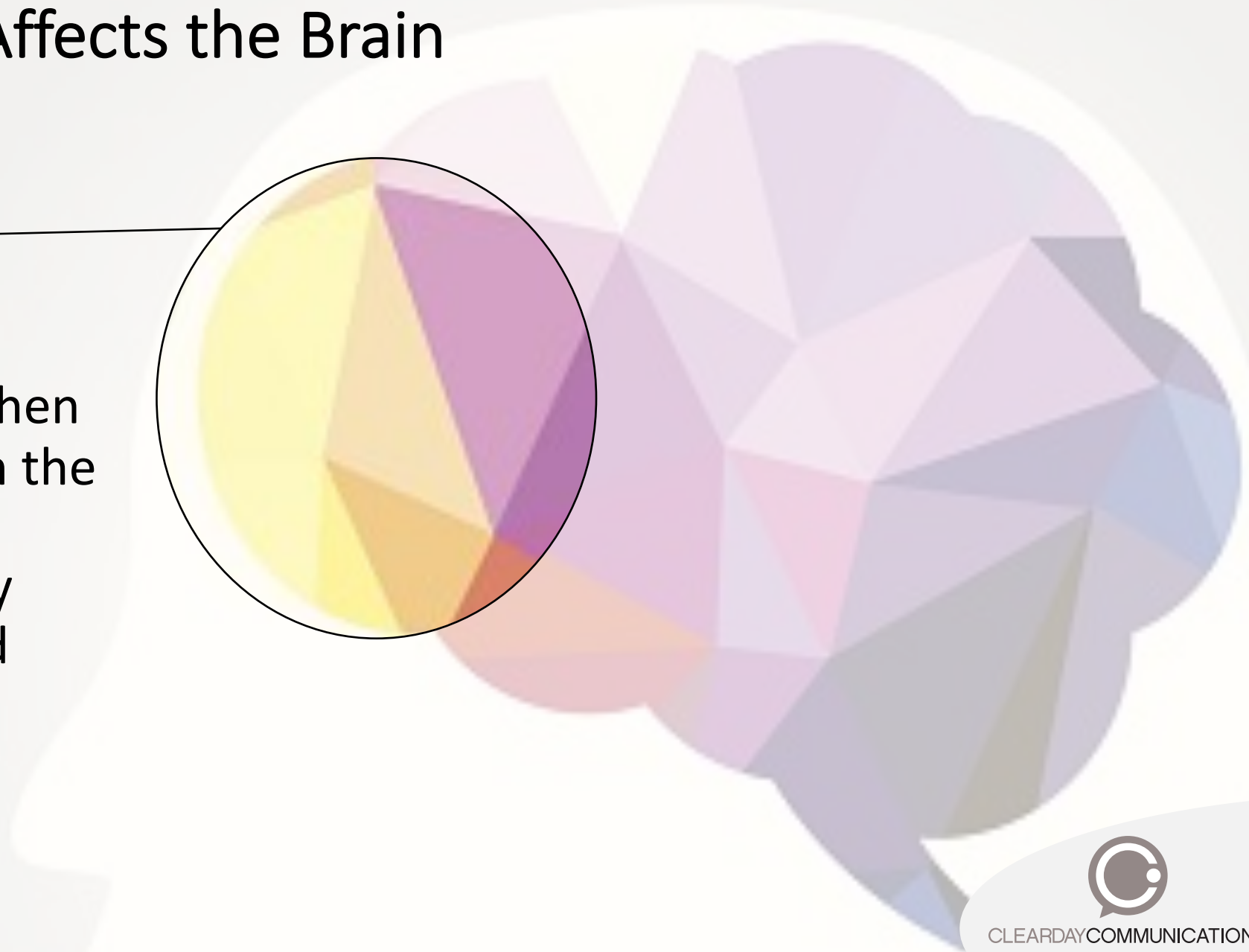
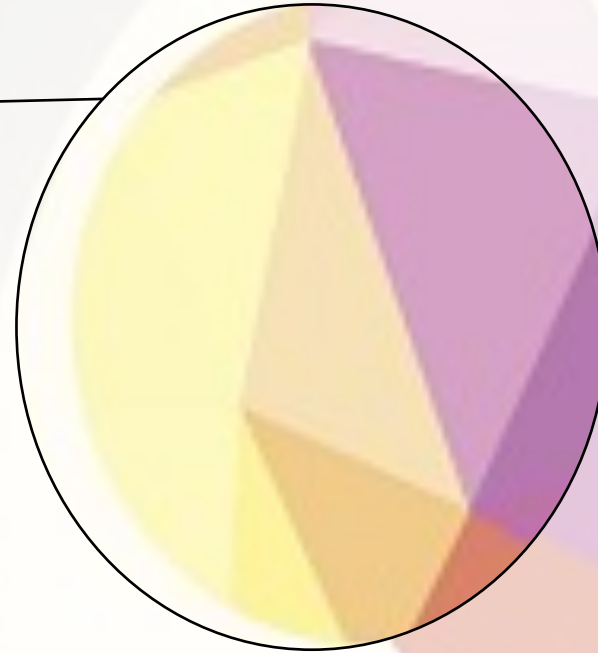


Storytelling triggers various parts of our brain.

How Storytelling Affects the Brain

Neural Coupling

A process that occurs when a story activates parts in the brain that allows the listener to turn the story into their own ideas and experience.



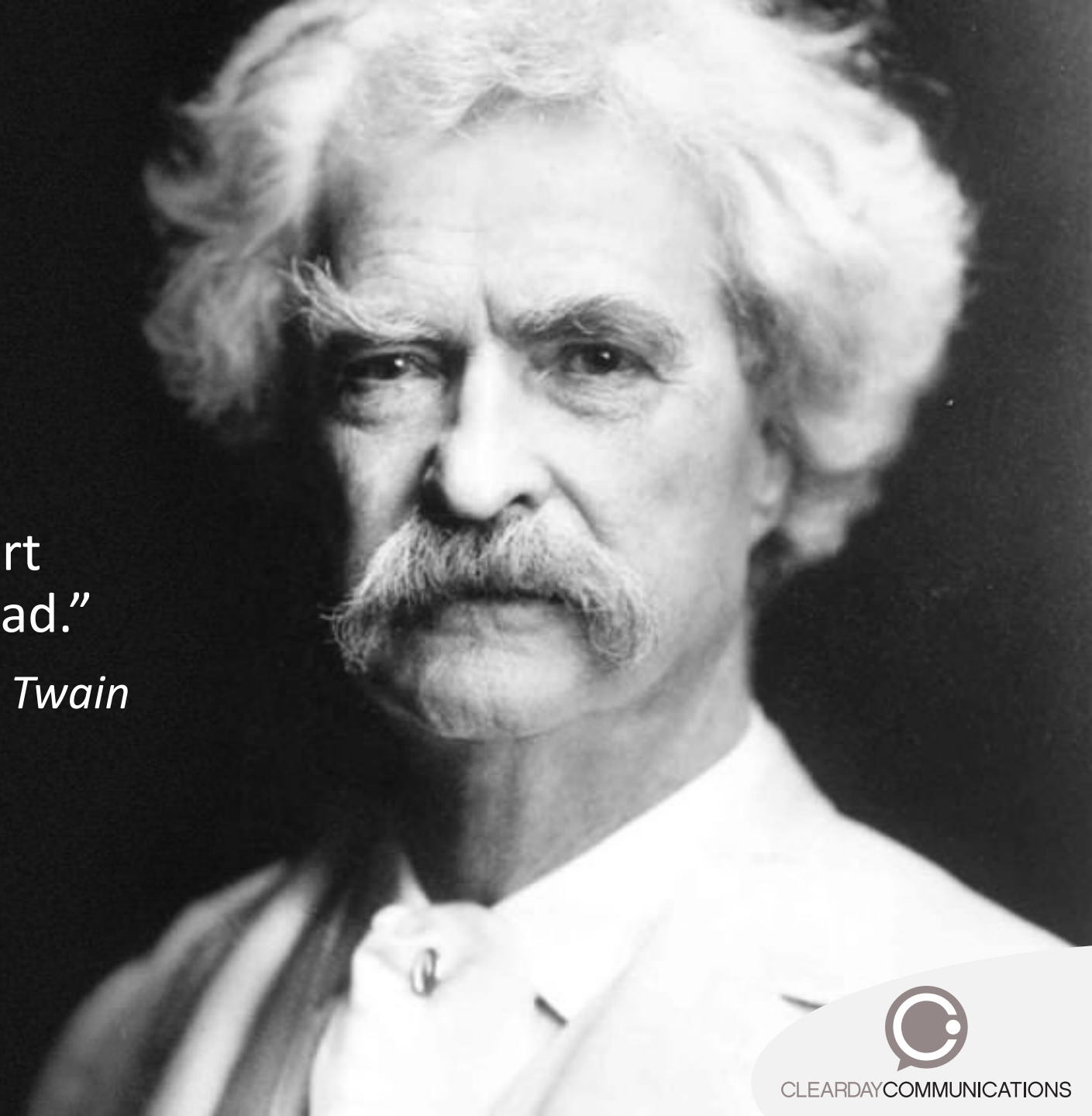
Story-time

- Pick your details
- Be concise
- Be relevant



- “I didn't have time to write a short letter, so I wrote a long one instead.”

- *Mark Twain*



Breathe.



Use your voice.

Tone

Speed

Clarity/Articulation

Volume



A man with dark hair, wearing a blue zip-up jacket over a white patterned shirt, is speaking on a stage. He is holding a microphone in his right hand and gesturing with his left hand. The background is dark with some light streaks.

Move with purpose.



Technology

“Technology is the campfire around which we tell our stories.”

~ Laurie Anderson



Technology

- Ensure that whatever you use enhances your message
 - Visually
 - Interactively



Slide-ology

Use powerful imagery.



**What will you do to
continue to hone your
presentation skills?**



Questions?



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