

Resource

# 3 Key Elements of a Successful Presentation.

Keep it Simple, Real and Energetic



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# What We'll Cover.

## SIMPLE

How to craft a clear message

## REAL

How to make it compelling with facts, stats, stories, and examples.

## ENERGETIC

How to add energy and make your message memorable



# Keeping it Simple.



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# Keeping it Simple.

1.

Have you used 5 words where 1 would do?

2.

Have you used long words where a short word would do?

3.

Have you got several parts to your sentence that detract from your message?

# Keeping it Simple.

Over the last few months it has come to my attention that there is more we could potentially be doing to improve how we serve customers.



**We can do more to serve our customers.**

By leveraging the strategic benefits of this new process we can improve efficiency across the team.



**This new process will help us do more in less time.**

Given the pressures we've been under, from competing priorities, from shifting deadlines and from the complicated nature of the task in hand, we are postponing the event until next month, that way we can make sure we have the best possible outcome for all.



**This event matters, so to give us the time to get it right, we're moving the date to next month.**



# Keeping it Real.



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1.

**Stories:** personal stories and real-life tales that bring your key point to life.

2.

**Examples:** of similar situations from a different time, team or organisation that add weight to your key point.

3.

**Stats & Facts:** Use facts and figures to show that the message you bring is valid and demands attention.

# Keeping it Energetic.



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1.

## **Meet and greet:**

Chatting with members of the audience before you present is a great way of loosening up and feeling comfortable in the room.

2.

## **Use your hands:**

It's been found to help our words flow – it's why we do it on the phone even when we can't see the other person.

3.

## **Practice:**

It really does reduce the nerves and free up a bit of your brain from thinking about the 'what' so you can focus on the 'how'.



# Keeping it Energetic.



**Deep breathing, shoulders back, chest out, smile and make eye contact.**



**Banish unhelpful thoughts.**

# Any Questions?



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