

# THE PRESENTATIONS POCKETBOOK

By John Townsend

*Drawings by Phil Hailstone*

"Part of every Team Training Manager's presentation kit."








**Dr Hubert Konig, Managing Director, Team Training  
International, Austria**

"This book has helped me, as a working manager, to  
become an effective and self-confident business presenter."

**Graeme Cooper, Course Director, ABIN Bank Training  
Institute, Germany**

*Many thanks to  
**Richard Bradley**  
for helping these  
tips and  
techniques  
come alive in the  
**'Powerful  
Presentations'**  
workshop at the  
**Master Trainer  
Institute.***

# CONTENTS

	<b>INTRODUCTION</b> The Great Presentation Scandal, the best, the presentation paradox	5		<b>SUPPORTING YOUR PRESENTATION</b> How to use Visual, Hearing and Feeling support	51
	<b>PREPARING YOUR PRESENTATION</b> How to decide on your message, the 3 W's (why?, what?, who?), the figure fallacy	9	<b>V:</b> vistips, flip tips, graphics, health warning, slide tips, slide tips (PowerPoint), whiteboard, video, talking wall <b>H:</b> music and sound effects, recorded speech <b>F:</b> anecdotes and metaphors, parables, touch, taste and smell, cross-sensing, Murphy's Law, video feedback		
	<b>STRUCTURING YOUR PRESENTATION</b> How to package your message, BIKER B, questions?, timing, notes	17	<b>THE STORY OF MAX</b> A presentations parable	85	
	<b>MAKING YOUR PRESENTATION</b> How to get your message across and feel at ease in front of an audience, your competition, using your voice, nerves, dress, eyes, body, questions, challenging participants	33		<b>PRESENTATION CHECKLIST</b>	105
					

## MAKING YOUR PRESENTATION

### USING YOUR VOICE



**P**rojection Speak louder than usual; throw your voice to back of room

**A**rticulation Don't swallow words. Beware of verbal 'tics'

**M**odulation Vary tone and pitch; be dramatic, confidential and/or triumphant

**P**ronunciation Watch tonic accents; check difficult words; beware of malapropisms

**E**nunciation Over emphasise. Accentuate syllables

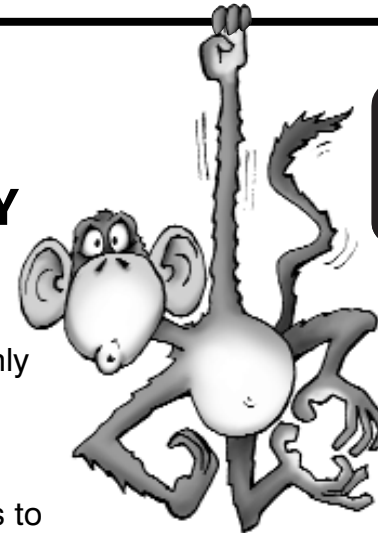
**R**epetition Repeat key phrases with different vocal emphasis

**S**peed Use delivery speed to manipulate the audience; **fast** delivery to excite and stimulate; **slow** delivery to emphasise, inspire awe, dramatise and control



## MAKING YOUR PRESENTATION

### NERVES: THE MURPHY MONKEY



As you get up to speak, it's as if a monkey has suddenly jumped onto your shoulders. He claws your neck and weighs you down – making your knees feel weak and shaky. As you start to speak, he pulls at your vocal chords and dries up your saliva. He pushes your eyes to the floor, makes your arms feel 10 metres long and attaches a piece of elastic to your belt – pulling you back to the table or wall behind you!

Experienced speakers know about the Murphy monkey. Within the first 30 seconds they throw him to the audience! When you throw the monkey to one of the participants, suddenly the spotlight is on them and not on you. How ...?

- A question, a show of hands, a short 'icebreaker' (participant introductions, an exercise or quiz etc) a discussion, a 'volunteer' or simply a reference to one or more of the participants – all these are ways of putting the monkey on their backs for a few moments

This takes the pressure off you and gives you time to relax, smile and get ready to communicate your message loud and clear.

## MAKING YOUR PRESENTATION

### DRESS

- Avoid black and white and other strongly contrasting colours
- Wear comfortable, loose-fitting clothes
- If you can't make up your mind, wear something boring – at least your clothes won't detract from the message!
- Try and dress one step above the audience
- Check zips and buttons before standing up



## MAKING YOUR PRESENTATION

### LIGHTHOUSE TECHNIQUE



Sweep the audience with your eyes, staying only 2-3 seconds on each person – unless in dialogue.

This will give each participant the impression that you are speaking to him/her personally and ensure attention, in the same way as the lighthouse keeps you awake by its regular sweeping flash of light. Above all, avoid looking at one (friendly-looking) member of the audience or at a fixed (non-threatening) point on the wall or floor.



## MAKING YOUR PRESENTATION

### BODY LANGUAGE AND MANNERISMS



- Don't be tempted by manual props (pens, pointers, spectacles etc)
- Don't keep loose change in your pocket
- Be aware of your verbal 'tics' and work on eliminating them (eg 'OK!' – 'You know' – 'and so forth' – 'Now ...')
- Watch out for furniture!
- Avoid 'closed' or tense body positions
- Don't worry about pacing, leaning etc
- Check your hair/tie/trousers/dress before standing up!
- When you forget your body – so will they!



## MAKING YOUR PRESENTATION

# FACILITATING DISCUSSION

## SOCRATIC DIRECTION

Take a tip from the Ancient Greeks.

If you wish to encourage audience participation to prove a point, use **Socratic Direction**.

**K**now the answers you want but know that you don't know everything!

**O**pen with open questions

**P**araphrase participants' answers

**S**ummarise contributions (flip chart?)

**A**dd your own points





## MAKING YOUR PRESENTATION

# QUESTIONS AND INTERRUPTIONS



Most participant questions are not questions. They are requests for the spotlight. If it's one of those rare, closed **real** questions – answer it succinctly.

If not, first:

- **REFLECT** back to the questioner what you thought was the question  
(‘If I understand correctly, you're asking ...’)

Depending on how the questioner 'reformulates' the question, answer it, **OR**:

- **DEFLECT** it as follows:
  - Group** : 'How do the rest of the group feel?'
  - : 'Has anyone else had a similar problem?'
  - Ricochet** : (to one participant) 'Bill, you're an expert on this. What do you think?'
  - Reverse** : (back to questioner) 'You've obviously done some thinking on this, what's **your** view?'

## About the Author

### **John Townsend, BA MA MCIPD**

John has built a reputation internationally as a leading trainer of trainers. He is the founder of the highly-regarded Master Trainer Institute, a total learning facility located just outside Geneva which draws trainers and facilitators from around the world. He set up the Institute after 30 years' experience in international consulting and human resource management positions in the UK, France, the United States and Switzerland.

From 1978–1984 he was European Director of Executive Development with GTE in Geneva with training responsibility for over 800 managers in some 15 countries. John has published a number of management and professional guides and regularly contributes articles to leading management and training journals.

Many thanks to Richard Bradley of The Master Training Institute for helping these tips and techniques come alive in Train the Trainer courses for participants from all over the world. You can contact Richard at: [richard@mastertrainer.ch](mailto:richard@mastertrainer.ch) or [www.mt-institute.com](http://www.mt-institute.com)

### **Contact:**

John Townsend, The Master Trainer Institute,  
L'Avant Centre, 13 chemin du Levant, Ferney-Voltaire, France  
Tel: (33) 450 42 84 16 Fax: (33) 450 40 57 37 [www.mt-institute.com](http://www.mt-institute.com)

