

PRESENTING TO THE MAX

CHAPTER 1 SUMMARY



KNOW YOUR AUDIENCE AND GIVE THEM A POINT

Presenting can seem pretty daunting to many people, but it doesn't have to be.

We'll be exploring a few simple planning and delivery techniques in this book to help make the process more efficient, simple, easy and relaxed.

- In this chapter we'll start with the planning – getting an idea of who your audience is and identifying a clear, relevant, bottom line message for them.
- In Chapters 2-5 we'll look at the next 4 steps of the preparation process and in Chapter 6 we'll explore how the 'presentation plan' you've just created will flow when it comes time to deliver.
- In Chapters 7 & 8 we'll consider the world of visual aids before moving on in Chapters 9-11 to delivering in an easy, authentic manner and handling questions with flexibility and confidence.
- Chapter 12 provides a neat summary of all 11 chapters while addressing some final thoughts on the topic of nerves, so if you're short on time, skip to the final chapter!

So why are we dawdling? Let's get into it.

You'll get the most out of this book by having a specific upcoming meeting or presentation in mind that you can start planning for, and in so doing, there are two enormously useful initial steps to help you feel focused, clear and in control.



Check the worksheets at the end of the chapter and in our Resource Centre at <http://www.f2fcommunications.com.au/resources/index>

1. Learn as much about your audience as you can – who they are; why they're there; what they need, want and expect; what would make this time worthwhile for them; what are they measured on; what are they working on at the moment; what challenges do they face; what concerns or doubts do they have about this issue; what's their decision making process; who's involved. The more you know about them, the more targeted, specific, clear and persuasive you can be.
2. Identify a clear, specific, tangible message for them that will serve as the starting point of your planning process but will be the 'conclusion' of the presentation on the day. Two questions you need to ask yourself in crafting that message:
 - a. What do I want them to think or do as a result of this meeting today?
 - b. Why should they? What's the benefit to them in thinking or doing what I'm suggesting?
 - c. And then you wordsmith the answers to both those questions into a clear, single-sentence message, in easy, conversational language. This will become your 'true north' or guiding star, as you plan the rest of the presentation while also creating a relevant, tangible take-away for the audience at the end of your presentation.