



10 things to avoid when presenting.

1. Jargon

Speak to your audience in a language your audience will understand not one full of the jargon used in your business.

2. Typesize too small

If you have to say 'I hope you can see this at the back' - or 'I know you won't be able to see this' then why have you put whatever it is no-one can see on the screen?

3. Being dull

The way you engage with the audience will help them decide whether they want to do business with you and your company. If you and your presentation are dull, one paced, badly prepared or overrun on time that's how you and your company will be perceived.

4. Too many slides

Every slide should earn its place in your presentation - unless it is 100% vital to what you are saying don't use it. Be ruthless with your editing.

5. Too many words

One word slides are very impactful - anything above ten often isn't. You are the presenter so you speak the words - use the words on the screen as a prompt to script!

6. Big notes

Don't use A4 notes - using them suggests you haven't rehearsed enough, not a great message for your audience. If you need notes use a single postcard with prompt words.

7. Reading from the screen

Just about the worst thing you can do as it means you lose eye contact with the audience, It also suggests you don't know the presentation, and if you're reading from the screen there are too many words on it in the first place.

8. Apologising

Don't start your presentation with an apology about a croaky voice, a sore throat or a sniffly nose. This is a performance so get out there and create presence, take command of the audience and generate interest in what you are presenting. Audiences want inspiration not a run down of all your ailments.

9. Over running on your time slot

If your presentation slot is 5 minutes, take 5 minutes, not 6 or 7 or 10. If you overrun you are being disrespectful to the organiser, other presenters and the audience. The final part of your presentation - the summary and the call to action - is the most important part so don't waffle on at the beginning and then race through the ending. Rehearse your timing so the presentation takes only 80% of the time allocated.

and finally.....

10. Monotone voice

Use your voice to bring your presentation to life. Change the tempo, volume and pitch. Use pauses for emphasis.

Good luck !

Need help ?

My presentation services include :

Company Coaching - designed for between 3 and 6 people from the same company. The session usually runs from 10am to 4pm with the morning spent learning how to deliver an engaging and successful presentation and the afternoon practicing presenting - usually in the form of delivering an 'elevator pitch'.

One to One Coaching - helping individuals with a specific presenting or speaking need. Anything from a sales pitch to a keynote speech or an elevator pitch. Sessions usually run for two hours.

Key Presentation Delivery - working with you and your colleagues on the delivery of a planned forthcoming key presentation. Sessions usually run for three hours.

Presentation Creation & Delivery - for those who need to create and deliver a key presentation - it could be to a potential customer, an existing customer, investors, at a business event or to colleagues. The service includes advising on the content, designing the presentation and coaching on the delivery.

Get in touch :

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'Presenting and public speaking are increasingly important business skills. Standing in front of an audience and delivering an engaging and confident presentation can not only win you business but make you stand out from your competitors. I can help you and your colleagues become engaging and confident presenters and speakers'

What others say about my presentation skills coaching:

'An incredibly useful exercise that I am determined to take forward'

John Lowdon - Changing Brands

'A good, well structured, instructive and enjoyable morning' **Oliver Warshaw - First Contact**

'I feel a lot more comfortable now in 'performing' my pitch' **Alana Bardill - Falmouth University**

'This was great and gave me lots of confidence' **Bev Plunkett - Helpful Holidays**

'I thought the course was excellent and I look forward to putting into practice what I have learnt'

Sarah Stott - Childrens Hospice South West

'A masterclass is exactly what it is' **Corinna Langford - St Petroc's Society**

'The course was fantastic and no matter how good you are you will learn more'

Nick Fitzcosta - Amicus Health & Safety Training

'A focused, succinct and practical session. Very valuable' **Sam Weller**

'Good content, provided structure for doing presentations which is really useful'

Rachel Thomson - Lloyds Bank

'Has enabled me to approach presentations in a more focused and confident way'

Bob Leach - Belvoir Lettings

'It was very worthwhile with plenty of useful tips and great examples and demonstrations of how to, and how not to, present well.'

Lisa Oakes - Forte