

Presentation skills – 10 top tips

1. **Aims:** Know what you want to achieve with your presentation.
2. **Think about your audience.** Who are they and what do they want from you?
3. **Be clear about the 2 or 3 messages** you want your audience to take away with them
4. **Start with an attention grabbing opening** eg a quote, a story, a picture, audience participation or a prop. Finish on a high note, too.
5. **Structure is important** – tell them what you are going to tell them; tell them; tell them what you have just told them.
6. **Signpost clearly throughout** – remember that your audience can rarely ask you to go back and repeat something, so they really need to be able to follow you every step of the way.
7. **Don't use jargon. Do use examples.**
8. **93% of your impact is non verbal.** The impression you give (your tone, your clothes, your body language) will heavily influence whether or not the audience respects what you say.
9. **Less is more** – you should know a lot more than you use. Clarity and bringing the issues to life has much more impact than drowning the audience in detail. PowerPoint is an add on – use it sparingly, keep it simple and only ever use it to back up what you say. It is not the main attraction – you are!
10. **Don't worry too much about nerves they can give you an edge** – some of the best speakers in the world get a bit nervous. Take three deep breaths, think positive and say to yourself, 'I'm not nervous, I'm excited!'