

HOW NOT 2 SUCK AT PRESENTING YOUR WORK

(a presentation by Megan Mead)

@HN2S | #not2suck



PEOPLE'S #1 FEARS

SOURCES: JERRY SEINFELD &
STATISTICBRAIN.COM

76%

PUBLIC
SPEAKING

60%

DEATH

30%

SPIDERS



PHYSICAL

(nervous, fidgety, too quiet, etc.)

OR

ORGANIZATIONAL

(didn't organize story in compelling way)

What will we talk about today?

- **1** -

Why presenting well is a big deal

- **2** -

What a good presentation is

- **3** -

How to give a good presentation

Why is presenting well
a big deal?

because bad presentations
kill good ideas

WHY IS PRESENTING A BIG DEAL?

- Clients don't always separate a good design from a poor presentation
- It gives you credibility & makes you look good
- It helps you stand out

“Rhetoric is the art
of ruling the minds of men”

— PLATO



What makes a good
presentation?

A GOOD PRESENTATION IS...

my personal definition

- Telling the story of your idea in an organized, engaging and persuasive manner

You need to get the audience to
care about your idea.

HOW DO YOU GET THEM TO CARE?

it's simple...

- Make everything about them
- Continuously point back to the creative brief
- How does this design solve their problem?

“Your purpose is to make your audience see what you saw, hear what you heard, feel what you felt. Relevant detail, couched in concrete, colorful language, is the best way to recreate the incident as it happened...”

— DALE CARNEGIE



How do you give a good
presentation?

P

plan

P

prepare

P

practice

HOW TO GIVE A GOOD PRESENTATION: PLAN

- Which elements point directly back to the creative brief?
- Practice explaining it in 1-3 sentences
- Be able to explain your design quickly and concisely

HOW TO GIVE A GOOD PRESENTATION: PREPARE

- Do your research
- Tailor your presentation to your audience and your surroundings
- **Vocal Warm Ups:** prep it up to step it up

HOW TO GIVE A GOOD PRESENTATION: PREPARE

vocal warm ups | why?

- **Preps:** Your voice is your #1 tool
- **Relaxes:** A warm voice is a confident voice
- **Focuses:** Take a minute for yourself

HOW TO GIVE A GOOD PRESENTATION: PREPARE

vocal warm ups | how?

- **Shake it Out:** Get loose and get silly to get ready
- **Sirens:** Clean out those pipes
- **BDGD:** Muscle agility and articulation
- **Tongue Twisters:** Get your mouth ready for anything

HOW TO GIVE A GOOD PRESENTATION: PREPARE

vocal warm ups | tongue twisters

- Unique New York. You need New York. You know you need unique New York.
- Toy boat, toy boat, toy boat...
- Red leather, yellow leather, red leather, yellow leather...

HOW TO GIVE A GOOD PRESENTATION: PRACTICE

- Do NOT “wing it”
- Practice in ways that work for you
- If you practice well, you’ll present well

A good presentation is engaging.
How do I do that?

HOW TO GIVE A GOOD PRESENTATION: BE ENGAGING

start by being confident

- Speak with certainty, not with a question in your voice
- Do NOT dismiss or defend your choices, explain them
- Confident does not equal cocky

“Confidence comes from discipline and training”

— ROBERT KIYOSAKI



How else can I practice
being engaging?

HOW TO GIVE A GOOD PRESENTATION: BE ENGAGING

improv exercise #1 | confident in the spotlight

- Draw positive attention to yourself
- **How:** be a volunteer, read out loud to your pet, make announcements at work
- **Why?:** practice creates confidence & confidence is more engaging

HOW TO GIVE A GOOD PRESENTATION: BE ENGAGING

improv exercise #2 | learn to speak on the fly

- Things rarely go by script—practice extemporaneous speaking
- **How:** Grab a magazine, pick a page at random, and speak about its contents for 60 seconds non-stop
- **Why?:** Canned speeches are less engaging, speak and answer questions naturally

Work on your stage presence.

- 1 -

Stay Open: don't cross your arms or slump

- 2 -

Stay Respectful: be interested and listen with your body

- 3 -

Stay Strong: sit or stand with confidence do NOT fidget

HOW TO GIVE A GOOD PRESENTATION: BE ENGAGING

improv exercise #3 | awkward elevator

- Practice being comfortable in uncomfortable situations
- **How:** stand the opposite direction as everyone else in the elevator
- **Why?:** if you can do this confidently, you can definitely present your idea confidently

Don't be afraid to show
some enthusiasm.

HOW TO GIVE A GOOD PRESENTATION: BE ENGAGING

show some enthusiasm

- If you aren't excited, they won't be either
- Channel your nervous energy — make it work for you
- If all else fails, remember to smile

What did you learn today?

TO SUMMARIZE

- Presenting well is a big deal
- A good presentation is organized, engaging and persuasive.
- Get organized with the 3 Ps: Plan, prepare & practice
- Vocal & Improv exercises help get you prepared and be more engaging
- Find what works for you and forget what doesn't
- Above all, remember bad presentations kill good ideas

THANKS FOR LISTENING

(I hope it didn't suck)

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