

## HINTS & TIPS ON GIVING DYNAMIC PRESENTATIONS

### Communication Skills – Language and non-words

#### THE "UM" RATING:

Have you ever been to a presentation and counted the "UM" rating of the speaker?

*"Um, good morning. Um I'm here today, um, to give you a presentation on, um, er, the super elastic, um, lefthanded floggletoggle".*

I'm sure you've endured such stand-ups. What was it you remembered about the speaker & subject? The "UM" rating!

NOT the **MESSAGE** or the **PERSON**.

Now comes the really awkward question.

Have you ever been guilty of using **NON-WORDS.....**

*Ums, Errs, LIKEs, OKs (sometimes pronounced 'NKAY!' - with a rising inflection on the "KAY")?*

*Come on now, be honest?  
Well I sincerely hope not.*

Giving a presentation can be daunting and some presenters believe that whatever happens,

"Keep talking" is the most important action. **WRONG!**

Because when you do "keep talking" it's often the **NON-WORDS** that come out of your mouth.

Use a **PAUSE.....**  
It's so **POWERFUL**.

It can give your audience time to reflect on whatever it is you just said. Think of a movie - wasn't there a pause after a dramatic statement? See... you remembered! Isn't that what your presentation is supposed to do?!

It can give you time to collect your thoughts.

#### Avoid the overuse of **JARGON & ACRONYMS**

The TLAs and FLAs (3 letter acronyms, 4 letter acronyms), in-house words or abbreviations. You could very well lose the one person in your audience who can give you the order – and you'd never know! If you want to use acronyms or jargon, make sure you define it the first time you use one.

Use **LANGUAGE** your audience understands!

Sounds pretty obvious, but make sure you know what level of understanding your audience is likely to be at **BEFORE** giving your presentation. Talking up or down to an audience is a sure recipe for losing the order.

Create a **PICTURE** with your **WORDS**.

You are trying to convey **your** thoughts and ideas. Make sure the picture **THEY** see is the one **YOU** see.

If you're describing a tree, either give them a picture of your tree or describe it accurately. What shape? How tall and wide is it? What color? What are its features? Don't assume that if you say "TREE" it will create the same picture in their mind as yours. If they're from Washington State they may think of an apple tree. From Florida it could be an orange. Now you've heard of the old adage of comparing apples with oranges? "**SEE**" what I mean? Your **WORDS** need to paint the **PICTURE**.

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