

THE 7 SECRETS LEADERS KNOW FOR GREAT PRESENTATIONS



What I learned from 20 years with World Class Communicators

by
Mike Vayda



I'M MIKE VAYDA.

I've been working with successful presenters and their presentations around the world since 1985.

Through the years, I've studied what makes the world class presenters so good at what they do. From this research, I've identified seven secrets. These 7 Skills are what I use to coach C-suite leaders and teach in my workshops and eCourse.

If you learn these secrets, you'll not only save hours of time, you'll be the leader you were meant to be on stage.

Enjoy!



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1. PRIDE OF PRODUCT

Presenting is not just a part of your job. It's an opportunity to lead a group of people where they should go.

There's no better way for a single person to influence a group of people than a presentation. Most presenters never grasp this. So how do leaders seize this opportunity?

It begins with taking ownership. Think of your presentation as a product. Are you crafting a custom-made solution, or are you cranking out assembly line throw-aways?

Owning your presentation gives you confidence. It gives the audience permission to be passionate along with you. And it provides pardon for being less-than-perfect as a presenter.

An audience will follow a passionate presenter anywhere.

Presenting Secret 1:

Ask yourself, Why are you presenting? What do you want to achieve? Get it down to a single sentence. That's the start of a product worth buying.



"If you are doing something primarily for money and without a real emotional commitment...you can be sure that the public will feel it and that they will receive your work in the same lackluster spirit it was created in."

—Robert Green, in Mastery



2. EARNING ATTENTION

Average presenters focus on themselves. The best presenters lead people to positive change.

Leaders know the audience is paying their attention. Think about it: undivided attention is the single most valuable resource a person has.

So what are you giving them in exchange? What's in it for them?

How do you give them something of value?

It starts with knowing who these people are...what they need...and what you alone can give them.

Knowing your audience gives you confidence, because you know your presentation meets their need. And the audience in turn feels your connection and trusts you.

Confidence and trust; the two must-haves for a successful presentation.

"We should be glad of an opportunity to serve others by any invention of ours, and this we should do freely and generously."

—Benjamin Franklin

Presenting Secret 2:

Do audience research, from basic demographics to needs and wants. And then, make sure you can articulate exactly what this presentation gives them...in a single sentence.

3. PURPOSEFUL PLANNING

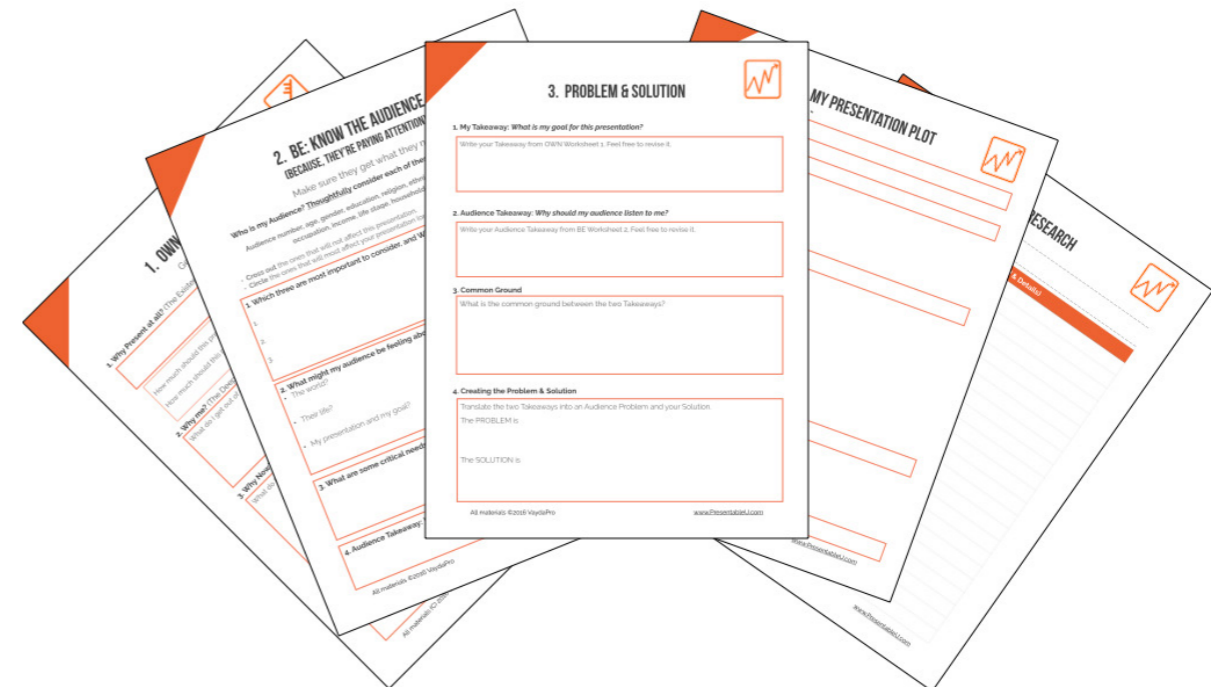
Gustav Eiffel didn't wake up one morning and decide to build his beautiful tower. Steve Jobs practiced tirelessly for each groundbreaking keynote presentation. Quality takes preparation. And yet, most presenters fail to invest in their own presentations.

On the flip side, I've seen many presenters waste precious hours re-inventing the wheel each presentation. Savvy leaders have a system, ideally with a set of templates, to use each time they present.

A system gives you power to overcome procrastination. It saves you time. And it gives you confidence, because all you need to do is execute on the plan and you'll succeed.

Presenting Secret 3:
Create (or find) a system so you can write, make and give your best presentations as quickly and effectively as possible.

A System



"If you can't describe what you are doing as a process, you don't know what you're doing."

—W. Edwards Deming



Presenting Secret 4:
Multitasking is a myth. If your audience is reading your PowerPoint, they will not—cannot—listen to you. Reduce your on-screen paragraphs into sentences. Your sentences into phrases. And, when possible, your phrases into words. Simplify.

4. UNCOMPLICATED CONTENT

“Everything should be made as simple as possible...but no simpler.” —Albert Einstein

Nobody wants complicated. And yet, most presenters still drown their audience in data.

Leaders simplify.

Einstein also said, “If you can't explain it simply, then you don't know it well enough.” As the presenter, you are the expert. It's your job to lead your audience into change. Do that, and you are a world class presenter.

“The more we reduce the amount of information in an idea, the stickier it will be.”

—Chip & Dan Heath, Made to Stick

5. QUALIFIED CREATIVE

Did you know if you Google, "Death by p"
...the first match is "Death by Powerpoint"?

Spoiler alert: most people hate PowerPoint. Failed presenters believe today's audiences are wowed by over-produced slides, when in reality, all they want is—you guessed it—simplicity.

Every color, every picture, every item in every chart, should either reinforce or amplify your content. It should never overwhelm. PowerPoint done right draws your audience in, makes your content simpler and more impactful. This gives your presentation more power and you as the presenter more influence.

Presenting Secret 5:

Think of your presentation as the Olympics: Does each creative element "qualify"? Be ruthless...reduce creative elements to their essence. Make sure every color, picture, chart and transition belongs—or eliminate it.



"I would give my life for the simplicity that is on the other side of complexity."

—Oliver Wendell Holmes



6. A PERSONAL PRESENCE

"Preparation is obviously important, but at some point, you must stop preparing content and start preparing mind-set. You have to shift from what you'll say to how you'll say it." Amy Cuddy, Presence.

A great presenter knows it *and* shows it.

Leaders don't rely on the correctness of their content. They add their unique presence on stage. An audience needs to believe that you are the expert. Having a stage presence isn't being fake. It's being you...amplified. Knowing a few techniques—within your personality—is becoming the Presentable You.

Having your unique stage presence gives you confidence. It gives the audience confidence in what you're telling them. And it gives your presentation the power to change lives.

"Presence doesn't give you skills or talents you don't have; it helps you to share the ones you do have...it allows you to be who you are."

—Amy Cuddy, Presence

Presenting Secret 6:
Learn to harness the power of your face, body and voice.
Practice to make the techniques unique and natural to your personality.

7. ENOUGH TECH- KNOWLEDGE

*"It does not do to leave a live dragon
out of your calculations, if you live near him."*

—J.R.R. Tolkien, The Hobbit

Technology is the dragon that lurks in our presentations.

If you use PowerPoint, if you use microphones, screens or computers, you are at their mercy. Unless you prepare.

Great presenters understand that it's their responsibility to know how the stuff works. You don't have to become a geek. But you do need just enough tech-knowledge to know what to do in an emergency so your presentation doesn't go off the rails.

With enough tech-knowledge, your ownership grows, your confidence soars, and the audience feels that. It results in success.



**Presenting Secret 7:
Create a checklist of the critical tech-knowledge
and practice it before each presentation.**

(Or, steal ours. [Email us](mailto:PresentableU@gmail.com) for it, free of charge.)



Presentable U is available to you three ways:

Coaching: A 1-on-1 personal session with me. Live or virtual.

Classes: A customized workshop for you and your team, onsite.

eCourse: On-demand, all video, online. Learn at your own pace and schedule. Interact with me along the way.

"Delivered results...effective, creative, professional."

Imagine...confidence the next time you give a presentation. Influencing every audience. Getting the results you long for. Presentable U makes you that presenter.

"I'm encouraged to step out of my comfort zone in speaking. Thanks!"

8. BONUS TIP:



**How Leaders
Write, Make & Give
Presentations that Get Results.**

You'll learn the seven secrets of world class presenting:

- How to get what you want from every presentation
- How to give your audience what they need
- A system of fill-in-the-blank templates
- Create simplified content
- Make PowerPoint slides worth seeing
- How to develop your own unique stage presence
- Enough tech-knowledge to control your presentations
...and much more.

Be the Leader you were meant to be on stage.

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