

THE IDEAL PRESENTER AND PRESENTATION

By Chris Palmer

1. You are confident, energized, enthusiastic, passionate, convincing, personal, charismatic and inspiring.
2. You speak compellingly from your deepest convictions and with the belief that you have something of value to say.
3. You reflect a deep vitality and a passionate conviction that drive the presentation forward.
4. Your content is clear, informative and supported by a handout to reinforce the learning.
5. You structure what you have to say with a beginning, a middle and an end.
6. You have a clear notion of the key messages you want the audience to take away from your presentation, and you are equally clear about the specific actions you would like audience to take.
7. You meet the needs and expectations of the audience.
8. You let your inner fire ignite and move the audience by speaking from the heart. You discover yourself to be a greater person than you ever dreamed yourself to be.
9. You have contempt for manipulative salesmanship and superficial techniques. Rather you connect to the very core of your being and to what really matters to you — and then you express that connection to your audience.
10. You focus on *what* you are saying and *why* you are saying it — not *how*. You know that externals like eye contact, hand gestures and voice modulation are unimportant compared to identifying what lights your fire and sharing your convictions with the audience with compelling enthusiasm.
11. You link what you want your audience to believe and do to the nobility of the conservation cause you are speaking for. You have deep convictions about why you feel what you are saying is important.
12. You speak from a position of passion and personal knowledge. You zero in on what inspires you and what motivates you. You connect with the values that you cherish and you make them visible in your presentation. You bring to light your own caring, your own character and your own human essence.

13. You get an immediate response from the audience when you start your talk, i.e., you make a connection and begin to break down the distance between you and the audience. You do this by asking a direct question, making a startling statement, telling a story, using a prop, showing a picture, eliciting laughter, having them do something physical, giving out a handout, asking a rhetorical question and so on.
14. You sustain that response and make your presentation a stimulating give-and-take, i.e., you establish an on-going dialogue with your audience so they are not sitting passively. The audience feels it is part of the presentation and you do not feel isolated behind a lectern. This direct human connection is manifested through laughter, applause, nods, smiles of recognition, looks of concern, questions, exchanges of information and so on — all signs which tell you that the audience is with you.
15. You speak effortlessly (or appear to) because you have prepared thoroughly and practiced hard.
16. You foster feelings in your audience of belonging — of being included and involved.