

NO SWEAT SPEAKING

HOW TO GIVE A GREAT PRESENTATION



Karen Friedman
— ENTERPRISES —
CREATING COMPELLING COMMUNICATORS

PO BOX 224 BLUE BELL, PA 19422
P 610.292.9780 | F 610.292.9781 | WWW.KARENFRIDMAN.COM

CONTENTS

ABOUT THE AUTHOR ii

PRESENTATIONS CAN BE FUN..... 1

BATTLING BUTTERFLIES 2

FIRST IMPRESSIONS 3

UNDERSTANDING YOUR AUDIENCE..... 4

ORGANIZING OUTLINES 6

SHORT CHAPTERS..... 7

SEAMLESS TRANSITIONS 8

C-P-R OF MESSAGING 9

ORGANIZATIONAL OUTLINE 10

BLAST OFF 11

WHAT IS AN OPEN?..... 12

CLOSES..... 13

MICROPHONES 14

USE VISUALS WISELY 15

VISUAL CHECKLIST 16

HANDOUTS..... 17

DELIVERY SKILLS CHECKLIST..... 18

SPEAKER RATE CARD 19

QUESTIONS & ANSWERS..... 20

MASTERING THE Q&A 21

BODY LANGUAGE..... 23

OVERCOMING OBSTACLES..... 24

ARTICLES 25

ABOUT THE AUTHOR

Karen Friedman is a business communication coach, syndicated columnist, professional speaker and author of the best-selling book *Shut Up and Say Something* (Praeger Publishing) and newly released *Ordinary People: Extraordinary Lessons*. She heads Karen Friedman Enterprises, Inc, a leadership communications firm which has been teaching professionals how to become more compelling communicators for more than 20 years.



The firm has provided media, speaker and leadership programs to scores of high-profile organizations around the world. Clients include Johnson & Johnson, DOW Chemical, QVC, Villanova University, Toll Brothers, CSL Behring, Johns Hopkins University, Merck & Co, TEVA as well as airports and public utilities. A specialist in message development, Karen works closely with well-known brands to help them turn words into powerful messages that resonate with key audiences. She is also a keynote speaker.

Karen's expertise was recognized by former First Lady Hillary Rodham Clinton who tapped her to provide media and political training for women in South and Central America. Since then, her team has conducted numerous global speaker training programs across multiple industries, with a specialty in life sciences and pharmaceuticals. Their work includes coaching executives, key opinion leaders and teaching patient advocates how to share their stories with impact. Karen and her team have prepared scores of spokespeople for FDA meetings, investor presentations, high profile

media interviews, IPO's, congressional hearings, employee meetings, panel discussions and industry events.

Before launching her firm, Karen spent more than two decades as an award-winning major market television news reporter whose breaking coverage of local and national events aired on ABC, CBS, NBC, CNN, the *Today Show*, *Good Morning America* and *Nightline*. Her last stop was ABC-TV Action News in Philadelphia.

Today, Karen is adjunct faculty at Smith College's prestigious executive education programs for women where she teaches leadership communications. Her columns for the *Philadelphia Business Journal* are syndicated nationwide and she hosts *Speaking Of*, on ReachMD.com, a communications program for healthcare professionals. She is also the co-creator of Presenters Pal™, the first on-line interactive tool to help professionals present like pros.

Frequently quoted by publications such as the New York Times, Wall Street Journal, USA Today, Forbes, Fortune and CNN Money, Karen is a professional speaker who has repeatedly received top rated speaker awards. Her articles on leadership and communication techniques are regularly published in business magazines and on-line sites and her popular monthly communication video tips are viewed by thousands of subscribers.

Other published works include *Speaking of Success*, which she co-authored with several best-selling writers including the late Stephen R. Covey (*Seven Habits of Highly Effective People*), Ken Blanchard (*One Minute Manager*) and Jack Canfield (co – creator of *Chicken Soup for the Soul*).

Karen earned her degree at the Pennsylvania State University and furthered her studies at the University of Manchester in England. She is a member of numerous organizations including the National Speakers Association, International Association of Business Communicators, Public Relations Society of America, American Society of Training and Development and the Healthcare Businesswomen's Association.

She lives in the Philadelphia area with her husband and two sons. You can sign up for Karen's monthly quick tip videos and other free resources at karenfriedman.com.

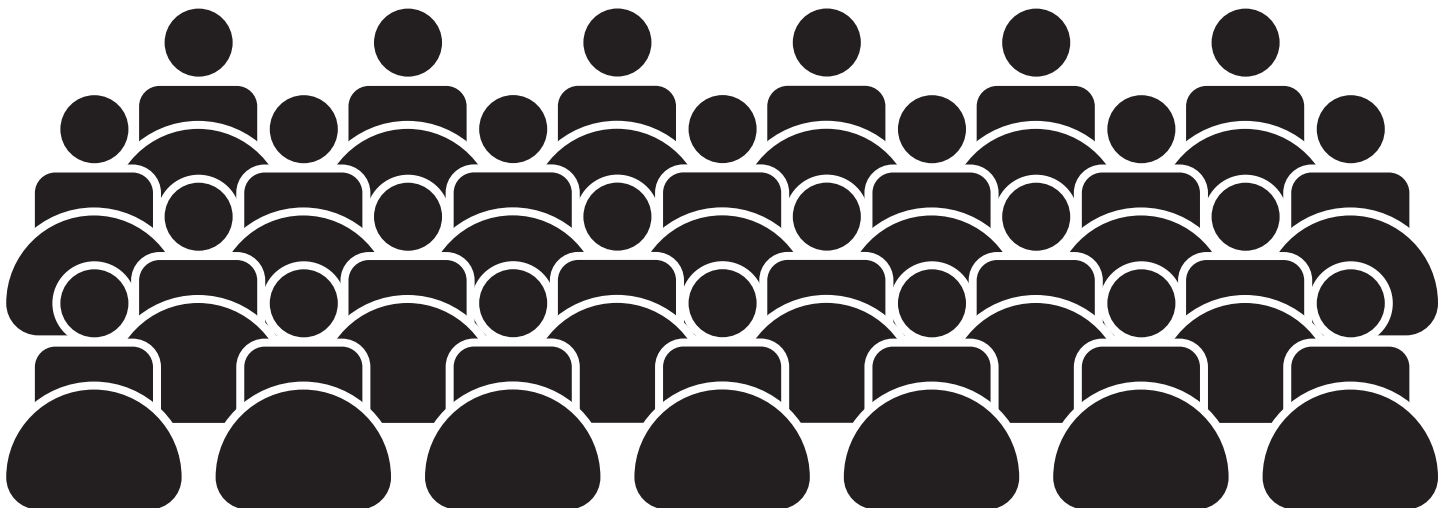
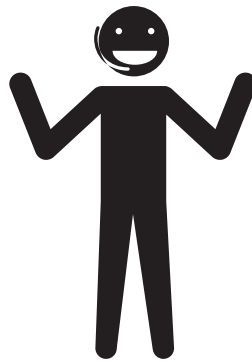
PRESENTATIONS CAN BE FUN

Are your presentations exciting or just exhausting? Are you constantly staring into blank faces or worse yet, sleeping ones? Have you ever stopped to ask yourself if your presentation is the problem...or if you are part of the problem?

In today's business world, giving presentations is a fact of life, yet most people are not born presenters. Even the most seasoned speaker battles butterflies and sweaty palms. Accepting that's okay is the first step, but learning how to connect with your audience is critical. Thanks to technology, making that connection is tougher than ever because listeners have come to expect instant gratification. We want the home page to load faster, the images to appear clearer and the transactions completed sooner. After all, if we can broadcast events from around the world as they happen, why shouldn't we expect everything in an instant?

As a result, fidgety impatient audiences aren't interested in long winded explanations which has made delivering information packed presentations more of a challenge than ever during today's business meetings or at public presentations. This guide is designed to help you take greater control over the way you relate to an audience and the way that audience relates to you. From stage fright to organizing material to delivery to visuals to handling tough questions, this guide is a how-to resource designed to help you FOCUS™ your message and consistently connect with audiences of all sizes.

I have been fortunate to work with many brilliant executives who are truly visionary. But being visionary and clearly communicating that vision are very different. I hope you will apply the tips and techniques found in this guide so your next presentation truly is a No Sweat Speaking™ experience.



BATTLING BUTTERFLIES

IDENTIFY

- Figure out what makes you nervous
- Examine the consequences

BE UPBEAT AND ENTHUSIASTIC

- Visualize yourself as good
- Lots of energy
- Be likable
- Set the mood

PREPARE

- Preparation is key to easing nerves in every meeting, presentation or encounter

PRACTICE

- Practice out loud to get a feel for delivery and pace...written words are different than spoken words

SHAKING

- No hand-held microphones
- Don't grasp the lectern
- If sitting, clasp your hands to prevent shaking and try crossing legs at the ankles to prevent nervous foot tapping

EASY TO READ

- Bullet Points
- Note Cards.
- Double Spaced Text.
- Room at tops and bottoms of pages.

KNOW YOUR OPENS AND CLOSES

- Rehearse and memorize opens and closes only.

BREATHE

- Take deep abdominal breaths.

STRETCH OR EXERCISE

- Walk up and down the stairs.
- Stretch.
- Yawn to loosen up the mouth muscles.

WHERE TO LOOK

- Pick a friendly face in each corner of the room.
- Look at someone's forehead or the bridge of their nose.

ARRIVE EARLY AND GREET PEOPLE

- Talk to people in advance, they don't seem like strangers which helps manage the butterflies.

SMILE!

FIRST IMPRESSIONS

It takes SEVEN seconds for someone to form an impression of you. They don't always form that impression when you start speaking, but often they size you up when they first see you!

So, when you walk into a room, make eye contact with people, smile at them, and be personable. It's much easier to listen to someone who appears likeable and approachable.

Preparing for your meeting, talk, speech or public appearance begins before you write or utter the first word. That's why it's essential to understand who is in the audience and what they care about. The best way to do this is to ask a few key questions.

WHO ARE YOU TALKING TO?

WHAT DO THEY CARE ABOUT?

**IF YOU WERE IN THEIR SEATS,
WHAT WOULD YOU CARE ABOUT?**

**WHEN YOU'RE FINISHED SPEAKING,
WHAT DO YOU WANT PEOPLE TO
THINK, KNOW OR FEEL?**

**HOW DOES WHAT YOU'RE SAYING
IMPACT THEM?**



THE TEN WORST HUMAN FEARS

(in the U.S.)*

1. Speaking before a group
2. Heights
3. Insects and bugs
4. Financial problems
5. Deep water
6. Sickness
7. Death
8. Flying
9. Loneliness
10. Dogs

UNDERSTANDING YOUR AUDIENCE

Understanding your audience is critical to your success. Until you address what they care about, you will not get their buy-in or complete attention. By speaking specifically to their issues and needs, you will also appear more credible and have a much better chance of persuading, convincing, informing or simply gaining the audience's attention. Knowing the needs of your audience will also help you prepare your presentation.

Begin by asking the right questions so you can frame your ideas and make those ideas relevant to your listeners.

SPEAKER QUESTION CHECKLIST

- _____ Who are the people in the audience?
- _____ What is the story you want to tell?
- _____ What do they really care about and how can you make this relevant to them?
- _____ What do I want people to know, do, think or feel when I'm done speaking?
- _____ What is the room set up and seating arrangement?
- _____ How much time do I have to present?
- _____ Will you provide the equipment I need?
- _____ Where can I find additional information about your organization and issues members may face?
- _____ If you could describe a really bad speaker experience, what would that be?
- _____ What have you really liked about past programs?
- _____ If you could change one piece of behavior, what would you change?
- _____ How can we measure if this program has been successful?
- _____ What are the three greatest challenges faced by attendees?
- _____ Is the audience culturally diverse?
- _____ Can you provide any funny stories, examples or case studies that would be relevant to listeners?
- _____ Who will be introducing me? May I send a pre-written introduction?

COMMUNICATION ROADBLOCKS

- No connection
- No eye contact
- No audience interaction
- No examples
- No context or perspective

WHAT SHOULD I WEAR?

- Dress one step up. Always appear professional.
- Business attire is almost always appropriate.
- Tailored clothes are most professional.
- Use color to accent, not overpower.
- Avoid loud clothing or big jewelry that distracts from you.



WHAT SHOULD I DO WHEN I ARRIVE?

- Check out the room in advance.
- Test the microphone.
- Test ALL audio-visual equipment.
- Check the temperature and lighting.
- Locate handouts, markers, easels.
- Arrive early and greet guests.

CHOOSING THE RIGHT WORDS

- Use colorful, descriptive adjectives.
- Repeat important phrases.
- Use metaphors, analogies and word plays.
- Pronounce clearly.
- Emphasize verbs and action words.



ORGANIZING OUTLINES

Now that you've gathered information, completed research and learned more about your audience, you're ready to outline your presentation. Your biggest challenge is to organize and condense complicated information into messages that mean something to the listener.

WHAT'S THE STORY?

Before you touch the keyboard, pick up your pen, or create slides, step back and think about the single most important element of your presentation. What is the story you want to tell? What is the critical message you want listeners to remember? If you're not sure, your audience won't know either. Don't confuse messages with facts. Facts are not messages. Facts simply support messages. Audiences do not need to know every fact you know. So, when you think about your message ask the following question:

If my audience could only remember ONE point, what would that be?

When you answer that question, you will start to focus and streamline so you can organize around your central theme.



THREE TO FIVE POINTS

There are many ways to organize, but what's important to remember is that your audience can't always remember! Typically, audiences remember three to five key points. And, they remember points that affect them. That's why a three- or five-point structured approach is most effective.

WHAT IF I LOSE MY PLACE?

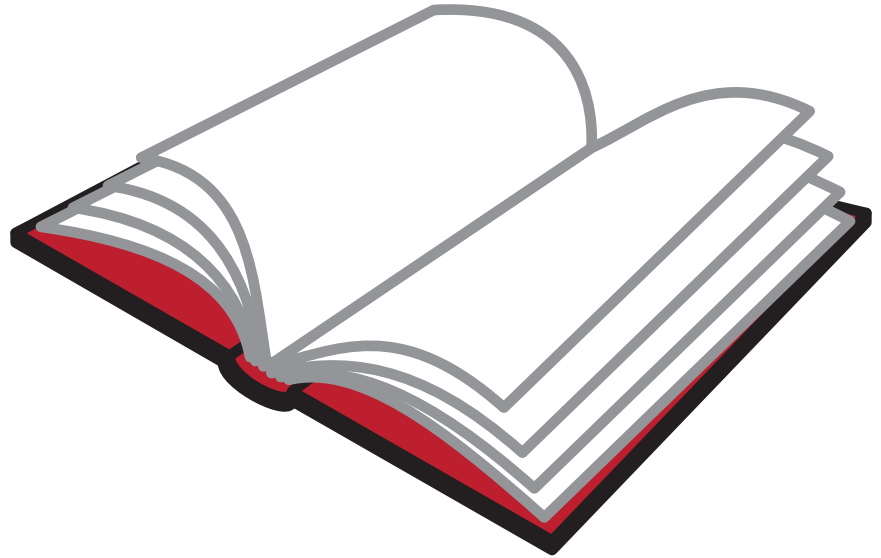
- Pause and take a moment to look at your notes.
- Repeat your last statement for emphasis.
- Expand on your last point with an example or story.
- Say you've lost your place and pause to find it.
- Smile and ask the listener: "Where was I?"

SHORT CHAPTERS

Think of your presentation as a short book containing three to five key chapters.

For example, when meeting with the banking association, a presenter determined the audience needed to know the following:

- The importance of reducing the gap between those who receive financial assistance and those who don't
- The direction the association is headed
- The critical issues facing the association



ORGANIZE TO MINIMIZE

- Short book chapters
- 3 key ideas
- YOU MUST KNOW: Story, Direction, Critical Issues

SUPPORTING FACTS

Under each chapter, she listed three to five key ideas that supported her main points. For example, when talking about reducing the gap, she had to explain what that meant to the banking association. In this case, the speaker wants the audience to understand the importance of reducing the gap between poor women who require financial assistance and those who already receive assistance. But, these words alone are not memorable. The words are only compelling when put in context and peppered with stories and anecdotes.

#1 MAIN POINT

REDUCE THE GAP: Between hundreds of millions of poor women who require financial services and those who currently receive microloans.

EXAMPLE

When Mrs. Smith received assistance, she was able to build her business, improve her living conditions and provide for her children.

SEAMLESS TRANSITIONS

When it's time to move to the next point, you want to briefly summarize point one and transition to the next main point. For example,

TRANSITION

So, as you can see, our initiatives are aimed at transforming entire systems so there are millions of "Mrs. Smiths" who have benefited and can provide for their children. Let me tell you what changes we've implemented and what we're currently working on.

Now you can move on to Point 2:

#2 MAIN POINT

POLICY CHANGES: Initiatives

EXAMPLES

Big Banks see this plan as a way to reach millions of poor entrepreneurs.

- *Story*
- *Examples*

C-P-R OF MESSAGING

Communicating is about connecting. If you simply state the facts, you risk turning people out. However when you apply what I've dubbed "The C-P-R of Messaging"[™], you breathe life into messages because the information becomes more **C** for *compelling*, **P** for *personal* and **R** for *relevant*. The box below provides proven techniques to get and keep attention.

AUDIENCES REMEMBER:

- ✓ EXAMPLES
- ✓ STORIES
- ✓ ANALOGIES
- ✓ ANECDOTES
- ✓ CASE STUDIES
- ✓ POWERFUL NUMBERS
- ✓ COMPARISONS AND CONTRASTS
- ✓ VISUAL IMAGES
- ✓ ACRONYMS
- ✓ PROBLEMS AND CONSEQUENCES
- ✓ COMPARISONS AND CONTRASTS
- ✓ THEN VS. NOW
- ✓ FIVE THINGS YOU MUST KNOW



OPEN

1. MAIN POINT

- ✓ Example
- ✓ Story
- ✓ Impressive number

TRANSITION

- ✓ Let's move on to...
- ✓ Let's take a look at this another way
- ✓ So, based on what we've just seen
- ✓ While we have had some difficulty in the past
- ✓ Once again
- ✓ Shifting gears, it's important to note that

2. MAIN POINT

- ✓ Case study
- ✓ Example
- ✓ Statistic

TRANSITION

3. MAIN POINT

- ✓ Compare and contrast
- ✓ Stories and examples
- ✓ Then vs. now

TRANSITION TO CLOSING

CLOSING

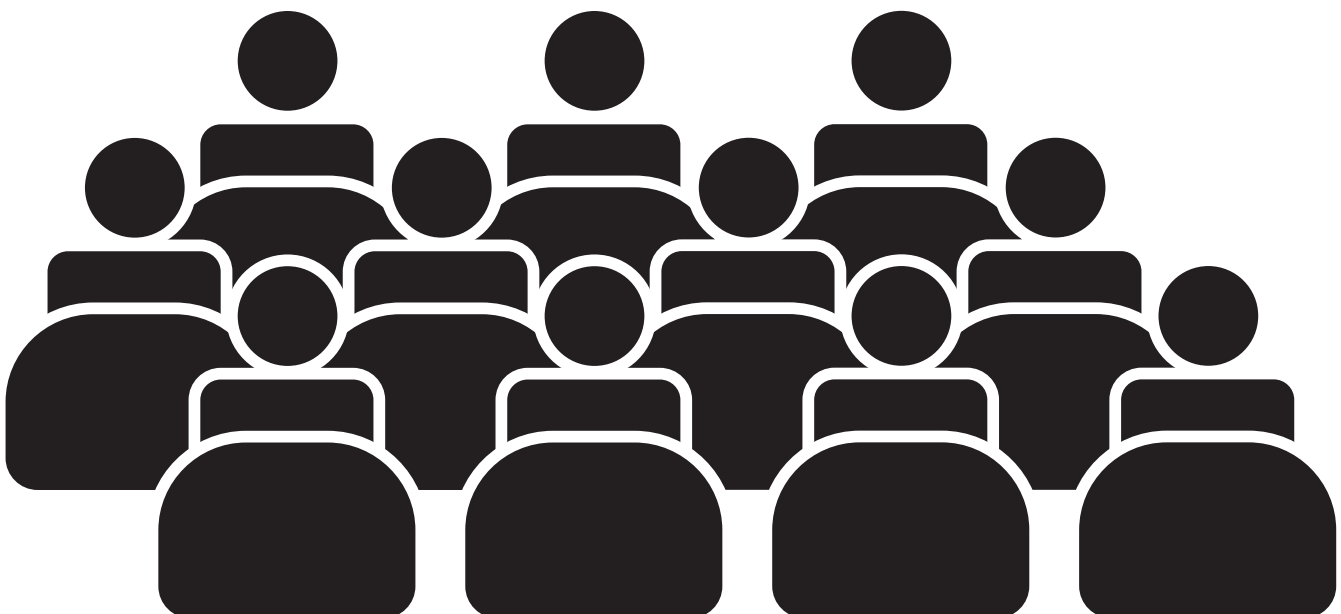
TRANSITION TO QUESTION AND ANSWERS

TRANSITION TO RE-CLOSING

Make no mistake about it! The opening of your talk or presentation is extremely important. Some experts will tell you it is the single most important part of any presentation. The open, or first words out of your mouth, sets the tone and pace for your entire presentation. It tells people whether they should listen. Furthermore, people are more likely to retain what they've heard FIRST and LAST. That's why the beginning of any speech, talk or presentation must be strong, memorable and grab attention.

LEVERAGING LECTERNS:

- ✓ Avoid lecterns if possible
- ✓ Lecterns create barriers
- ✓ Do not hide behind them
- ✓ Look out at the audience
- ✓ Do not lean, pound or hold on



WHAT IS AN OPEN?

- **A Story**
- **Humor**
- **Startling Fact**
- **Visual Example**
- **Powerful Number**
- **Personal Experience**
- **Rhetorical Question**
- **Audience Exercise**
- **Attention Grabber**



Opening a talk with “I am here to talk about” or “Today we are going to discuss” is not an effective way to generate interest or make people listen.

ENGAGING EXAMPLES

“Less than one year ago, we merged with the G and S company and offered a new product line. It has been so well received that we would like to unveil plans for the future.”

“Ten years ago, we did not have the technology or resources to fight this disease. Thanks to product X, not only are we fighting it, but research shows that four times as many people are leading more productive lives thanks to our efforts.”

“As you know, the economy has hit hard and here at Company X, we have not escaped layoffs, cutbacks and our share of problems. While we have certainly prepared and continue to track customer trends, it’s important for everyone to understand what direction we’re taking and how these plans affect you.”

“The benefit to installing millions of dollars in state of the art computer systems is quite simple. If we do it now, we can catch up and compete in the marketplace. If we wait, we won’t survive.”

Like opens, closes are critical. Your final words are the last words people hear. It's your last chance to tell people what you want them to think, do or know when you're finished speaking.

Research indicates that within 24 hours after your presentation, listeners will forget 70% of what you said. However, they are more likely to remember the beginning and ending, which is why the close should be as strong as your open. In fact, if you prepare the end of your presentation first, you are likely to pinpoint what you really want the audience to remember.

AUDIENCES REMEMBER:

- ✓ Questions are not closes
- ✓ Summarize and repeat the main points
- ✓ Call to action
- ✓ Review final point
- ✓ Grabber
- ✓ Tell a story
- ✓ Powerful visual
- ✓ Pose a challenging question
- ✓ Use a quote to drive home the message



WHAT SHOULD I DO WITH THE MICROPHONE?

There are many types of microphones, for a variety of purposes. For this application, we can think of them in four basic configurations: hand-held microphones, wireless microphones, lavalier microphones (that clip to your clothing attach to your body) and mounted microphones that are attached to a lectern or podium. It is important for a speaker to control the microphone and not let the microphone control them. Many well written, dynamic speeches have lost their luster thanks to a speaker who doesn't understand how to use a microphone.



DO use a wireless lavalier whenever possible.

DO remember to turn the microphone on.

DO place the microphone approximately six inches away from your mouth.

DO test the microphone BEFORE your speech or presentation.

DO take a hand held or mobile microphone with you if you are moving.

DO speak in a normal voice when using a microphone.

DO repeat questions when addressing a large group so everyone can hear the question through your microphone.

DO NOT raise your voice or yell when speaking into a microphone.

DO NOT lean into the microphone, put it directly in front of your mouth or touch your lips to it.

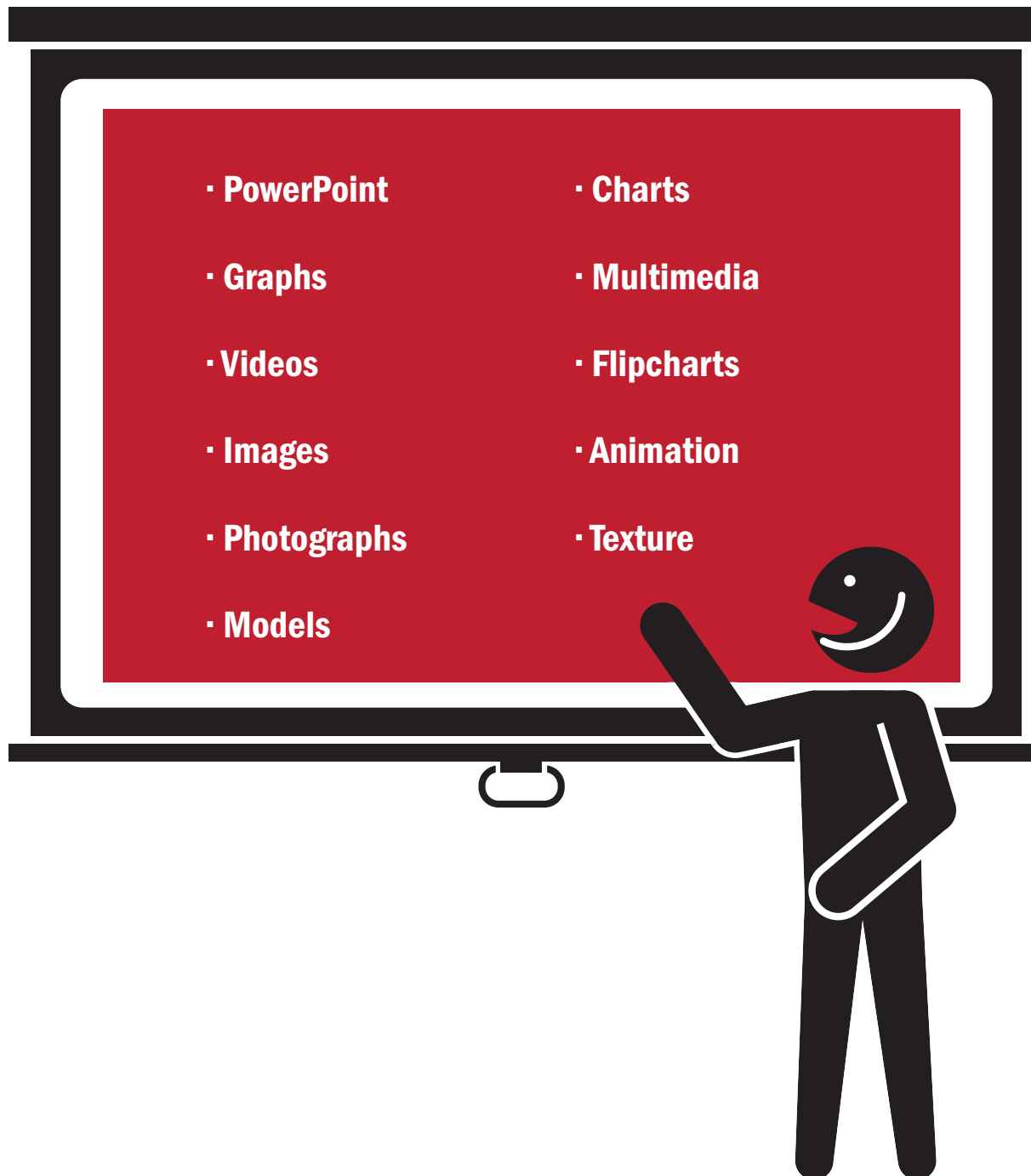
DO NOT turn your face away from a stationary microphone.

DO NOT use a microphone in a small setting where a sound system is not necessary.

DO NOT ever assume that a microphone is off, so watch what you say if a microphone is nearby.

USE VISUALS WISELY

No one came to see a slide show. They came to see YOU! Your visuals should enhance and clarify your message, not serve as your script.



Visual aids help audiences remember and understand key messages. When used effectively, they should reinforce, support and bring those messages to life. But, far too many presenters create visual presentations without really thinking about the message they want to deliver.

VISUAL CHECKLIST

- _____ Use visuals to drive home messages
- _____ Less is more
- _____ Do not stand in front of the visual
- _____ Use 2 or 3 key words, not sentences
- _____ Look at the audience, not the visual
- _____ Clear catchy subject titles
- _____ Use bright colors and contrast
- _____ Use larger fonts
- _____ Limit items and bullet points
- _____ Graphs and charts should provide “at glance comprehension”
- _____ Build slides to reveal information and keep attention focused

CONTRASTING COLORS



If it can't be read from the back of the room where you are speaking, your visuals won't do you any good.

SUGGESTED FONTS AND STYLES

Fonts and visuals must be able to be seen from every part of the room. If you can't read it from the back of the room, then the visual is too small.

• Titles: **36 +**

• Body: **28 +**

• Styles: Sans Serif fonts such as **Bolded Arial**, **Bolded Arial Narrow**, **Arial Black** are legible and standard on most computers.

• Capitalize the first letter of the first word on each line. Be consistent with text.

WHAT HANDOUTS SHOULD I PROVIDE?

Audiences like handouts. Handouts reinforce what they've heard and prevent them from having to take a lot of notes. Sometimes, listeners even save handouts and refer to them at a later date.

However, many people want to be able to take notes on the handout. Today's graphic programs such as PowerPoint permit presenters to develop handouts with three to nine visuals per page or reprint in full page size. The option you choose should depend on how much information you are sharing, but make sure the charts and graphs you include are big enough to read. A complete full page set of handouts is often too cumbersome.

WHEN SHOULD I GIVE OUT THE HANDOUTS?

Think about what will benefit your audience. Will distributing handouts in advance help them retain or comprehend information? Or, will they jump ahead and become confused if they are reading out of sequence?

If you want your audience to follow along while you're talking or to complete exercises, you may consider distributing handouts in advance. But, they may read ahead or read while you're talking. If that will compete for your attention, then save the handouts for the end.

A RECIPE FOR SUCCESS

1. Clear and organized
2. Message Based
3. Powerful Open
4. Lots of stories and examples
5. Energy and Enthusiasm
6. Smooth Transitions
7. Good Eye Contact
8. Open Body Language
9. Strong Close
10. Question and Answer time



DELIVERY SKILLS CHECKLIST

To have presence, you must be present. That means focusing on your audience so they focus on you. Audiences want to like you. If you're uncomfortable, you'll make them uncomfortable. If you appear friendly and approachable, they are more likely to relate and forgive any imperfections. If you appear natural instead of overly rehearsed or robotic, they are more likely to believe you.

- _____ Talk, don't read
- _____ Pronounce words clearly
- _____ Use facial expressions and natural movements
- _____ Vary pitch and pace
- _____ Pause to give listeners a chance to digest the material
- _____ Project so the back of the room hears you
- _____ Practice out loud with visuals in advance
- _____ Eye contact is crucial
- _____ Eliminate jargon and buzzwords
- _____ Know that it's okay to be nervous
- _____ Memorize opens and closes
- _____ Visualize your success

REMINDERS:

- ✓ TALK, DON'T READ!
- ✓ LOOK AT THE AUDIENCE BEFORE YOU BEGIN
- ✓ TYPE AND BULLET POINT YOUR PRESENTATION
- ✓ PRACTICE OUT LOUD
- ✓ AVOID CARBONATED DRINKS BEFORE SPEAKING



SPEAKER RATE CARD

Did you...

- _____ Look at the audience?
- _____ Make eye contact?
- _____ Appear enthusiastic?
- _____ Pause?
- _____ Vary pitch and pace?
- _____ Use examples, stories, analogies?
- _____ Use descriptive words?
- _____ Talk instead of read?
- _____ Draw the audience in over and over?
- _____ Make your main points crystal clear?
- _____ Use effective visuals?
- _____ Talk about the visual that is on the screen?
- _____ Use movement and open body language?
- _____ Gesture?
- _____ Speak in simple non-technical terms?
- _____ Transition?
- _____ Give meaning to numbers?
- _____ Present in an organized fashion?
- _____ Project?
- _____ Pronounce Clearly?
- _____ Deliver a powerful open?
- _____ Deliver a memorable close?
- _____ Watch yourself on videotape?
- _____ Check your appearance?

QUESTIONS & ANSWERS

Question and answer sessions give audiences a chance to interact. It is a wonderful opportunity for you to repeat your main points, make individual eye contact and keep your listeners engaged. Frequently, the question and answer period is more valuable to the audience than the actual presentation!

For starters, set some ground rules. If you do not want to be interrupted with questions, tell the audience you will take their questions at the end. Ask questioners to identify themselves. Limit the amount of time you spend per answer so you can field as many questions as possible. Keep your answers short and to the point.

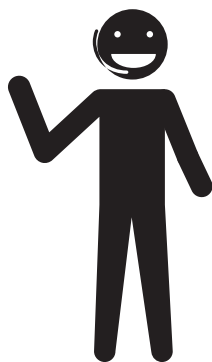
Most importantly, listeners are not wearing microphones so repeat the question so everyone hears it. Do not say "That is a great question." It is not up to you to judge the question or to compliment one person and not another.

Pause for a second before answering the question so you appear thoughtful. When you take questions, take questions from the entire audience, not just segments. Do not react to negative or controversial questions. Simply respond directly and use the opportunity to bridge or transition back to your key messages.

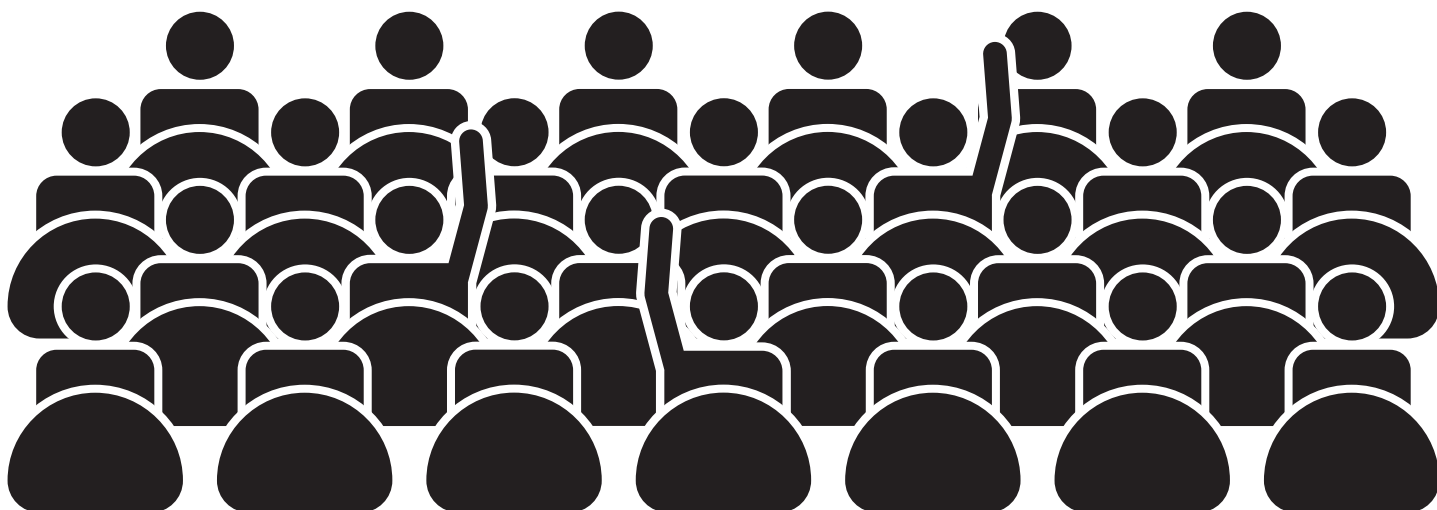
When you are about to end the question and answer segment, tell the audience you will take one or two more questions. After the last question, close again with a quick summary or recap of your main points, or call to action.

HOSTILE QUESTIONS

If the subject is controversial, prepare potential questions ahead of time. That way you know what you can and can't say. Do not get into a battle with the questioner. You can't win! Watch that body language and voice volume... don't let them see if you are irritated. Don't put them down.



- Anticipate ahead of time
- Don't battle
- Let them vent. Say, "I understand your concerns," and bridge to your message
- Refute or solve the problem
- Reframe the question to state it in a positive way



WHEN YOU KNOW THE ANSWER

- Rephrase or paraphrase the question to show you understand and then include it in your answer.
- Don't compliment.
- Answer in a connective manner: give examples, sources or research to strengthen your answer.

STAGE HOG

Don't offend. Gently interrupt. You might say: "Sounds like good information, but time is limited and I want to make sure I take as many questions as possible. Perhaps you can see me afterwards and we can talk about this in more detail."

PERSONAL AND EMOTIONAL ATTACKS

Paraphrase and acknowledge the questioner's feelings, then move on to discuss what is being done. Do not fight back. Be tactful and respectful.

HYPOTHETICAL

It is not your job to speculate. Say so and use the opportunity to re-state a key point or talk about what you do know.

WHEN YOU DON'T KNOW THE ANSWER

- If you don't know, say you don't know, but offer to find out. Don't guess.
- Clarify to make sure you understand, and then answer in general. Offer to get back to them with specifics.
- If you don't know, give them a source or ask if anyone else knows.

MULTIPLE QUESTIONS

If you are asked several questions at once, pick one and answer it. You can then move to another question or ask the person what else he or she wanted to know.

REPEAT THE QUESTION

If it's a large group or a complicated question, always repeat or rephrase the question.

CUTS YOU OFF

If someone cuts in and you're not ready to take questions, politely say so and ask them to hold questions until the end or the break, unless they just want you to clarify. For example, "I couldn't hear you." If it's a more informal presentation, you want to become involved with your audience. Just don't go off on too many tangents. Stick to the subject!

DON'T UNDERSTAND

If you don't understand the question, ask the person to clarify what they mean.

DUMB QUESTIONS

If you think a question is ridiculous, don't react. Answer it the best you can and move on.

EXAMPLES

If a person asks a question and you can relate an experience or an example that will help them understand, do it!

MAKING LISTS

Anticipate all questions. Structure answers. Come up with data and research to back up your position ahead of time.

DON'T rock, swing or pace
DO stand straight

DON'T stare at your notes
DO look at the audience

DON'T look at one section
DO look around the entire room

DON'T cross your arms over your chest
DO appear approachable

DON'T jiggle change in your pockets
DO remove keys and change

DON'T clasp hands behind your back
DO keep your hands open in front of you

DON'T point or put hands on hips
DO appear friendly

DON'T keep looking at watch
DO ask someone to provide time signals

DON'T give off neutral facial expressions
DO smile, raise eyebrows and look enthusiastic

DON'T twiddle thumbs, tap pens or fidget
DO use hands to emphasize points or demonstrate

DON'T keep hands in your pockets
DO gesture and appear natural

DON'T speak through clenched teeth
DO open your mouth

DON'T sit back when seated
DO lean slightly forward toward the audience

NOTES

- Double Space
- Leave room at top and bottom of paper
- Don't memorize
- Use note cards
- Number pages
- Bullet point your presentation



I FORGOT WHAT I WANTED TO SAY

- Keep notes, glance at them until you find your place and continue
- Smile and say frankly..."I've lost my place" ...or... "where was I?"
- List message points ahead of time so you can pick up on any of them

SHOULD I USE NOTES?

- Absolutely, especially to help you stay on track
- Keep your notes brief, perhaps in bullet points
- Use small cards or highlight important points

WHAT DO I DO WHEN SOMEONE ARGUES OR CRITICIZES ME?

- Listen to them before offering your opinion
- Soften your response by saying, "I see what you mean" or "I understand why you might feel that way, but the fact is..."
- Don't argue back. Make your point without putting them down
- If you can, say something positive first before correcting them

HOW DO I STAY ON THE SUBJECT?

- Focus on your main message points and keep going back to it
- Have two or three supporting points to bring up
- Keep notecards with message points

PEOPLE ASK STUPID QUESTIONS THAT I REALLY DON'T WANT TO ANSWER

- Answer them anyway and don't show how you really feel
- Repeat the question so others can hear it and you can think
- Anticipate questions in advance, no matter how ridiculous they seem

Included with this booklet is a selection of feature articles Karen has written for her syndicated column.



Karen Friedman
— ENTERPRISES —
CREATING COMPELLING COMMUNICATORS

- Media & Crisis Training
- Presentation Training
- Leadership Communications

- Message Development
- Scientific & Medical Presentations
- Speaker for your next event

PO Box 224 • Blue Bell PA 19422 • www.karenfriedman.com  [in/karenfriedmanenterprises](https://www.linkedin.com/company/karenfriedmanenterprises)  [karenfriedmane](https://www.facebook.com/karenfriedmane)  [@karenfriedmane](https://twitter.com/karenfriedmane)  [kfriedmane](https://www.youtube.com/kfriedmane)

ISBN: 9-7-8-0-9766656-2-X

0-9766656-2-X

©2018 Karen Friedman Enterprises, Inc.