



PERSONAL DEVELOPMENT WORKBOOK

*PRESENTATION SKILLS FOR PERSONAL
IMPACT*

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PRESENTATION SKILLS FOR PERSONAL IMPACT

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INTRODUCTION

We are more and more an image conscious society and how you present yourself can make the difference as to whether you get that sort after promotion or new job. Every day we are reminded daily of what we should aspire to in terms of how we look, how fit we should be and how we should come across. We are becoming more selective in terms of what is regarded as “good” and “bad” image, so to meet with the demands we need to take time to assess how we come across and how we present ourselves. At the same time and of equal if not greater importance is that you present yourself in away that pleases you. It’s not a case of changing your image to suit others, but to present yourself as whom you are, in a light that people will recognise.

Paying attention to your image and presentation skills is important, because if we don’t in our eyes look good or put ourselves across well, then often we don’t feel good and that can have an even greater negative influence on our performance overall.

This workbook is all about recognising what qualities support a positive presentation and in particular, which you already do well and which appeal to you most in terms of your own development. We will look at ways you can enhance your image, whilst being true to yourself, plus how to raise your profile and get noticed.

There will be opportunities to practice making presentations and to practice managing your nerves so that you come across in the most positive light. We will also have chance to share tips on how to plan and prepare a presentation as well as considering the language you use

You will also discover how others you see and with this feedback find ways of improving your performance.

The overall goal is to boost your confidence, by overcoming your fears and identifying your strengths. Everyone has the potential to be a good presenter and positively present their true selves; this is your opportunity to demonstrate this to yourself and to others.

NOTICING OTHERS

POSITIVE & NEGATIVE QUALITIES OF PRESENTATION

In order to improve our own performance and style of presentation, it's important to have a frame of reference to measure ourselves against.

A useful way of doing this is to create our own list of criteria. From observing others presenting themselves and making presentations we can notice what it is they do that we think works or doesn't work. Over time we create a sense of what we would like to achieve in terms of our own presentation, and also doing this on an ongoing basis keeps us open to new ideas and improvements.

Begin by keeping a log of the presentations you attend, or the people you come into contact with, noticing how they present themselves, the impact this has on you and whether you think this is helpful or unhelpful. Notice people making presentations or being interviewed on the television, again noticing the impact they have and why.

Things to consider are:

- Overall appearance/image and the impression this gives.
- Use of language
- Voice tone & pace
- Relationship with the audience or others
- Clarity of information given

Note your observations on the next page.

Person Presenting	What they did (Helpful & unhelpful)	Impact this had	Overall conclusion

NOTICING YOURSELF

Self assessment of your strength & weaknesses

Having looked at how other people present, it's now valuable to start making a note of how you present yourself. This can cover formal stand up delivery presentations, or more informal presentation over the telephone, speaking in a meeting, interviewing a colleague, or any situation where you are attempting to give information to others.

Below is a list of things for you to consider. Choose one or two to begin with and simply notice how you perform.

For example voice tone

What do you notice about the tone of your voice in different presentation situations?

What do you like about it?

What might you want to change about it?

Ask other people for feedback and see how this compares with your own experience.

Be sure to acknowledge your strengths. This is not a self beating up exercise. The next day, notice something different, until you begin to create your own presentation skills portfolio.

Things to consider about myself when making a presentation or presenting to others:

- How am I feeling, e.g. confident, relaxed, fearful, inhibited, embarrassed?
- Image and appearance
- Body language
- Voice tone
- Pace of speech
- Clear & simple use of language
- Specific & to the point
- Prioritises information and puts into specific points

Noticing my own presentation

Situation	Points to Notice	How I did	What others noticed

What strengths have you identified in your presentation style?

What areas would you like to work on?

IMAGE & IMPACT

Whether we like it or not, we are an image conscious society. Recent research shows that being a good performer is not enough. Only 10% of promotions are a direct result of performance, compared to 30% for the image they created and 60% for people who work at raising their profile. If you want to change what you are doing, get that new position you were hoping for or the chance to work on that special new project, then you need to let people know about who you are and what you can offer.

First Impressions

Your image is how you present yourself and how others see you. It's no good being absolutely brilliant at your job and then hide yourself in the corner, or under a hat. How you present yourself gives people an impression of the type of person you are. This might sound superficial, however people judge you on your appearance within the first 4 seconds of meeting you. This impression may be unfounded and untrue, but it's other people who have made it and they probably won't question themselves as to whether they are right or wrong. It's up to you to present yourself in a way that shows yourself in the best possible light.

You have the power

What's important to remember here is that your image is not fixed, and you have the power to modify and change it so that it supports who you are and creates the message you want to give.



Balancing your image with who you really are

The idea of building your image may seem phoney or manipulative. That may be true if you spend a great deal of effort to create an image that pleases others and doesn't pay attention to who we truly are. This means finding out who you are, what's important to you and putting the real you forward. Image is more than the clothes we wear but also the whole impression we create every day in all aspects of our lives.

**SO CONCERNED WITH IMAGE
THAT YOU LOSE YOUR REAL SELF**



**NO CONCESSIONS
TO IMAGE AT ALL**



IMAGE TO FIT YOUR VALUES & GOALS

(Ref. L. Willis & J. Daisley 1991)

To find this balance between creating an image where we are noticed and sticking with who we are, we need to create an image that fits with our personal values. People are most powerful when they are aligned to their innermost beliefs and purpose.

A useful way of understanding this further, is to imagine that each of us is made up of different layers – a bit like a cabbage or an onion. At the heart or core is our true selves, our identity, surrounded by other layers that include our beliefs and the things we value as important, our skills, our behaviour, finally out to our environment. (see diagram on the next page)

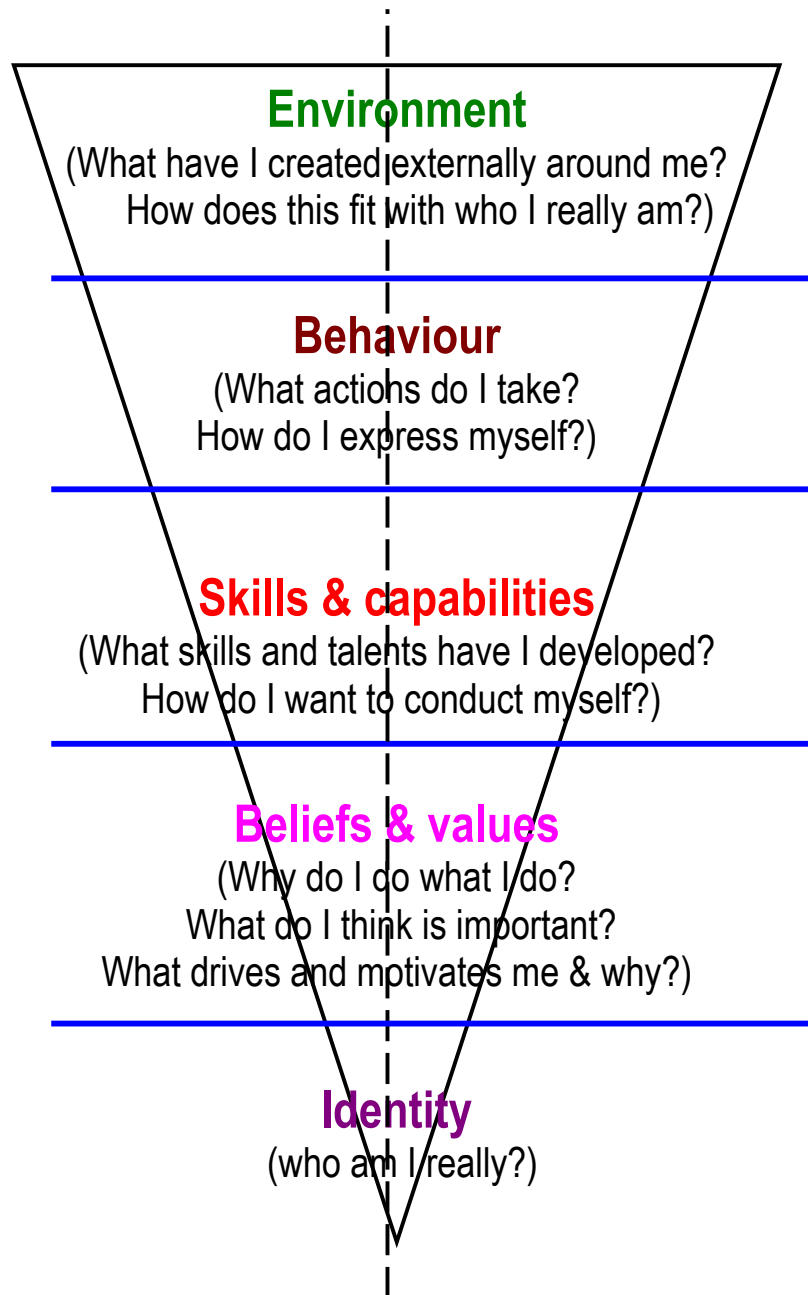
The goal of personal development is to achieve a line of harmony or balance radiating through each layer. This means that our beliefs & values are a true reflection of our identity, the skills and behaviours we adopt comply with our beliefs and values, and in the environment we live and work, we represent the things that are important to us, from the way we choose to dress and present ourselves, the type of car we drive, the people we choose as our friends, the organisations we work in.

Being True to Ourselves

The image we portray therefore needs to be a reflection of who we really are.

For example I drive an Escort Cabriolet Special Edition. When I bought this car several years ago it felt totally aligned to me and what I valued in my life as a single independent woman. Firstly it was fun to drive, the roof came down so I could enjoy the sunshine, it was fast, it was second-hand, and took unleaded fuel, so it fitted with my need to have a car that was environmentally and globally friendly. I felt the image it portrayed was a true reflection of the person I was at the time. In the last three years my life has changed, I've got married and had a baby. Although I still love my car, my values have changed. I still want a car that is fast and fun, but it also has to be safe and have easy access for travelling with a young child. In image terms, my car no longer represents a true image of who I am.

The Different Levels to each Person



Line of harmony & balance - being true to our real self

Taken from Robert Dilts's "Neurological Levels" (1991)
Adapted by M. Gregory (1998)

Reviewing Your Own Balance

Answer the following questions, to aid you in your own personal diagnosis and ascertain where there may be mis-matches that don't represent what is important to you. These could be evident in any of the different layers. For example you may find yourself adopting a certain type of behaviour because your job demands it and yet it goes against who you really are i.e. you may be a loud lively type of person, and the environment you work in requires stillness and quiet. Another example, you may value certain things as important and this is not reflected in the skills your work requires, i.e. you really like to work with and get on well with others, yet you find most of your job requires you to work alone.

(Note the questions for the identity level may take quite a bit of thinking about, so if you are stumped move onto the next level).

IDENTITY:

How would you describe who you really are?

What do you see as your life's purpose?

BELIEFS & VALUES

What do you feel strongly about & why?

What is important to you in how you conduct your life?

How are any of the above fulfilled or suppressed in your work?

SKILLS & CAPABILITIES

What are your strengths & talents?

How well do you use them?

How much of your true potential do you display at work?

BEHAVIOURS

What do you actually do?

How do you present yourself?

How much of this is in line with your beliefs and values?

Does this express who you really are?

ENVIRONMENT

What pleases you about what you see around you?

How does it support what you do and who you are?

Your own image rating

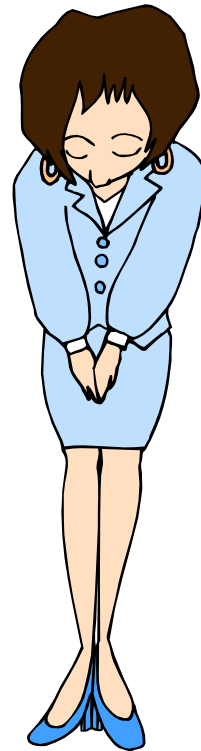
“Dress as if you mean business. Coco Chanel once said that if a woman is poorly dressed you notice the clothes, if she’s well dressed you notice the woman”

Vikki Worthington, Central Independent Television PLC.

Having considered who you are, your personal beliefs and values complete the grid and rate how well your image is true to you and creates a positive impact for you.

Aspects of Image	Actively holding me back	Making it difficult	Nether one way or the other	Getting there	Doing a great job
Clothes – tidiness					
- style					
- quality					
- age					
Shoes - tidiness					
- style					
- quality					
- age					
Hair - style					
- colour					
Glasses – style					
Accessories					
Briefcase					
Handbag					
Nails					
Make up					
Posture					
Cleanliness					
Smile					
Facial Expression					
Weight					
Height					
Sparkle in the eyes					
Zest & energy					
Jewellery					
OVERALL IMPRESSION					

What impression do these peoples body language give to you?



CREATING AND RAISING YOUR PROFILE

Having considered your image and how you come across, you now need to consider the people you have contact with, how they may see you and what their requirements are of you. Once you have identified this, then it becomes much easier to find ways of increasing your personal presence and profile.

Customers and Stakeholders

Customers are people who you give a service to e.g. managers, colleagues, family, potential employers

Stakeholders are the people whose lives are affected by the things you do and the goals you set. e.g. partners bosses, friends, children

Each has different needs and its worthwhile putting yourself in their shoes as a way of understanding their situation and how you might impact on them

Customer (c) or Stakeholder (s)	What are their needs? What do they really care about?	What support and influence do they have that could help you?

Your Message about yourself

If you were selling a product, you would decide on the message that needs to be put across and the benefits of that product. You'd also consider how this product met different people needs. The same applies when selling you.

In summary your message needs to:

- ✓ Address the needs of your customers and stakeholders
- ✓ Demonstrate benefits
- ✓ Prove results in evidence
- ✓ Be Positive
- ✓ Be memorable

Note down below the needs of your customers and stakeholders, and then write how you can meet these.

The needs are:	I can meet these by :
e.g. to develop new ideas in the department <input type="checkbox"/>	Use my creative thinking and curiosity about doing things differently

Features, benefits and evidence

Often people talk about what they do, but they don't promote the added value this offers to our customers or stakeholders

Features are the things you can do; benefits are the value this adds to your organisation, department or role

It's also worthwhile to have some concrete examples so you can demonstrate to people the effect your personal benefits have.

FEATURES	BENEFITS TO CUSTOMER OR STAKEHOLDER	EVIDENCE
Able to put my point across clearly	Improve communication for the department	Presentation I did last month

Be Positive About Yourself

When we're selling something we don't start off by telling people how awful it is, we point out the good points. The same applies for how we present ourselves.

List 5 positive statements about yourself and back up with evidence.

1)

2)

3)

4)

5)

Practical Exercise

Find someone else to practice with

Give a 2 minute positive talk about yourself.

You're only allowed to say positive things about yourself, really blow your own trumpet.

Afterwards take feedback from the others.

What did you did well in terms of how you came across

What you could improve on

Where you sold yourself short

Where you were over the top

What did you learn from or have reinforced in doing this exercise

(Ref. : L. Willis & J. Daisley 1991)

Be Memorable

It's very easy to be average; it's also very easy to stand out!

The simplest things can make a difference to the impact you create and will mean your name and who you are sticks more clearly in people's minds.

Start by thinking what people will notice, what will stick in their memories. This may vary from one organisation to another, for example wearing a brightly coloured jacket in the travel industry is standard dress, but in a law firm may be more unusual.

Consider what you want them to remember about you. Giving a highly humorous presentation may be very entertaining, but it may not get you taken seriously.

Stick with simple ideas, starting a presentation off in a different way, organising free gifts from suppliers, following up points raised in meetings, asking questions in meetings and contributing to the answers and discussion.

Find someone to work with on this one and imagine you are each others PR. consultants. Think of as many ideas for making yourselves memorable and list them below.

End Powerfully

STRUCTURE OF A PRESENTATION

Introduction

TELL 'EM WHAT YOU'RE GONNA TELL 'EM

Key qualities

-

build rapport with your audience
create interest in your topic
make an impact with your presence

Key topics

- welcome
- name
- time
- outline what you will be covering (entice your audience)
- questions, say when you will answer these

REMEMBER

I..... **interest**
N..... **ame**
T..... **ime**
R..... **elevance**
O..... **utcome**

Content

TELL 'EM IT!

Key Qualities

follow a logical order
keep information in a simple format
use visual aids to back up message(not cues for you)
link points, avoid listing
keep language, clear, unambiguous and appealing

K eep

I t

S imple

S tupid !!!!

Close

TELL 'EM WHAT YOU TOLD 'EM!!!

Key Qualities

short and precise
summarise key messages
leave with a memory
make audience feel important
indicates the finish

Preparation and Planning

The Key Elements are:

Be Positive
Be Imaginative

Write Personal Objectives

Set positive objectives i.e.

“I want them to remember me”

rather than

“I want to have fun

“I don’t want to stumble over my words”

Use your unconscious mind

Make an appointment with yourself to write down ideas. Ask your unconscious to think about it and come up with some interesting ideas. Stick to the appointment and write down ideas as they happen. Remember your unconscious is there to serve you.

Think about your audience

Step into their shoes and think about what they want, what they need and what they will expect

What do you want to tell them? How do you want to get your message over to them?

What sort of climate do you want to create? What do you want them to remember?

Aim for

impact
Memorability

Especially as

75% of business information is forgotten within 48 hours
95% is forgotten within a month

Language

Consider:

- What information the audience is likely to find interesting
- Aim to talk “with” the audience not “at them”
i.e. we, us, your, let’s
- Don’t disown your ideas and proposals, use “I” and “my”
- Avoid impersonal words like “one”. Also avoid “passing the buck”, it only creates an “us & them” situation which will not get the audience on your side.
- Use examples that link everyone’s common experience
- Show benefits by making a connection between their needs and your solution
- Use straightforward language and avoid jargon
- Elaborate by giving examples and illustrations i.e. metaphors such as describing the organisation as a vehicle, , this is an excellent way of gaining interest
- Ensure that key words are repeated for effect i.e. gain, save increase, improve, profit
- Be specific about what you want to happen i.e. “I would like you to” when making requests and avoid phrases like “I think you should”
- Look for ways to resolve problems i.e. “how can we get around that”, “how about” “what would happen if”
- Distinguish between fact and opinion “in my experience” “my opinion is” “as I see it”
- Ask open ended question to find out opinions, thoughts ,wants of others i.e. “how does that affect you”
- Ask rhetorical questions – this is a good way of linking your presentation and gaining commitment

Managing Our Nerves

The Power of the Breath

When we are stressed or nervous one of the most key physical symptoms is a shortness and shallowness in our breathing.

Our breathe inhales refreshing oxygen, and exhales waste products, so if it is affected then there is a knock on affect in that our heart has to work harder to pump the oxygen round our body, our organs do not receive the optimum amount of oxygen they require and over a period of time this can have an effect on our overall physical health.

Noticing our breathing can be a powerful way of ensuring we relax ourselves physically and mentally, therefore looking after the whole of ourselves.

Try experimenting with your breath.

Try panting for a few moments, really hard.
What do you notice about your heart beat?
How are you feeling overall?

Now take three or four long breathes in and out. How are you feeling now?

A Simple Relaxation Exercise

This very simple exercise can be carried out almost anywhere. If you're at work you could do it sitting at your desk, but you may prefer the privacy and quiet of a closed office, or use a lavatory cubicle.

As you will need to close your eyes, read through the instructions first.

Sit with both feet on the floor and hands on your lap.

Close your eyes.

Relax your shoulders, release the tension and let it run downwards and out through your feet.

Pay attention to your breathing.

Notice you breathing in.....and then breathing out.

Particularly pay attention to your out breathes.

As you breathe out, let all the stresses and strains of the day out with it.

Let go of all thoughts.

If a thought comes into your head, simply let it go and return your full attention to your breathing.

Stay with this until you feel totally calm and relaxed.

When ready, become aware of the touch of your feet against your shoes, the feel of your buttocks and back against your seat.

Notice the sounds that are near and far to you.

Open your eyes and take three more deep breathes, in and out.

Positive Thinking

Often when we are nervous we can make the situation worse for ourselves by painting the worst possible picture in our minds. We do this by making assumptions about the situation we are thinking about.

Imagine if you were to attend a meeting with all the senior executives in your company. If you assume they are cleverer and know more than you, what effects will this have on your feelings, how will you then behave in the meeting?

Alternatively, if you were to assume that you are just as clever as they are and that you know as much as you need to, what effect this will have on your feelings and ultimately your behaviour.

Our assumptions are another expression of our beliefs, they are very powerful in affecting how we feel and behave. It's therefore important to focus on being positive and to assume supportive things that will help us relax and feel confident.

Complete the headings below, noting your assumptions about the situation you have identified. Turn around any negative assumptions so they are supportive.

Situation:

What assumptions are you making?

How does this make you feel?

What behaviour does this result in?

MAKING A DIFFERENCE

Your Action Plan for Presenting Yourself with Impact

Nearing the end of today and this workbook, you will have explored a lot of different parts of yourself and created and listened to many ideas and strategies for how to present yourself

Now it's important to take stock of what you found valuable and can take with you from the day, so that you have your own personal plan to take what you have learnt into the workplace.

Complete the unfinished sentences below to help you create your own action plan.

- What I learnt about myself completing this workbook

- Techniques and strategies I feel will be useful to me are.....

- What I'm going to do differently is.....

FURTHER READING & RESOURCES

Springboard Women's Development Workbook	Liz Willis & Jenny Daisley
NLP at Work	Sue Knight
Feel the Fear & Do It Anyway	Susan Jeffers
Effective Speaking	Cristina Stuart
Present Yourself	Michael Gelb
Wardrobe – develop your style & confidence	Susie Faux
Colour Me Beautiful	Carole Jackson