

Speak Up!

with

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“think
learn?
succeed”

“Smart training for clever people”

Imagine yourself as a star presenter.

You're standing confidently in front of a mesmerised crowd. The presentation finishes to thunderous applause. People remember what you said months and years later. This is every speaker's dream.

Here are three tips from professional communication skills trainers, that will help you turn that dream into reality.

1. Put your audience center-stage

The best way to catch someone's attention is to talk about them. Use this to your advantage on stage. Say 'you' as often as possible during your speech. This really makes your audience sit up and listen. You can also slip 'you' into your slides and handouts. You'll be amazed at the response this gets from your audience.

Use these phrases to make 'you' stand out:

- Today you'll learn how to...
- Can you imagine what it would be like to...?
- This will help you...
- You'll really stand out if you...
- Let's look at how you can...

2. Learn from parrots

Parrots remember words they hear often. So do humans. If you want people to remember what you say – say it more than once. In fact, say it three times. That's once to introduce the message, twice to make sure they heard it and a third time to make it stick.

3. Hit “b”

Hitting 'b' during a PowerPoint presentation will black out your screen. This is a great way to get everyone watching you. Once you have their attention, use it. Tell a story to reinforce your key point. Or act out a scenario to bring your message to life. The more life you add to your presentation, the more memorable you'll be.

Read more about it

Millbower, L, 2003: ShowBiz Training

If you're new to presenting, you should buy this book now. It's full of clever ideas that will add zing to your speeches. Les Millbower shows you how to put the theory of whole-brain learning into action – so you can entertain and inform at the same time.

Book one of our communication skills trainers to run a presentation skills course for your team [Contact us now](#)