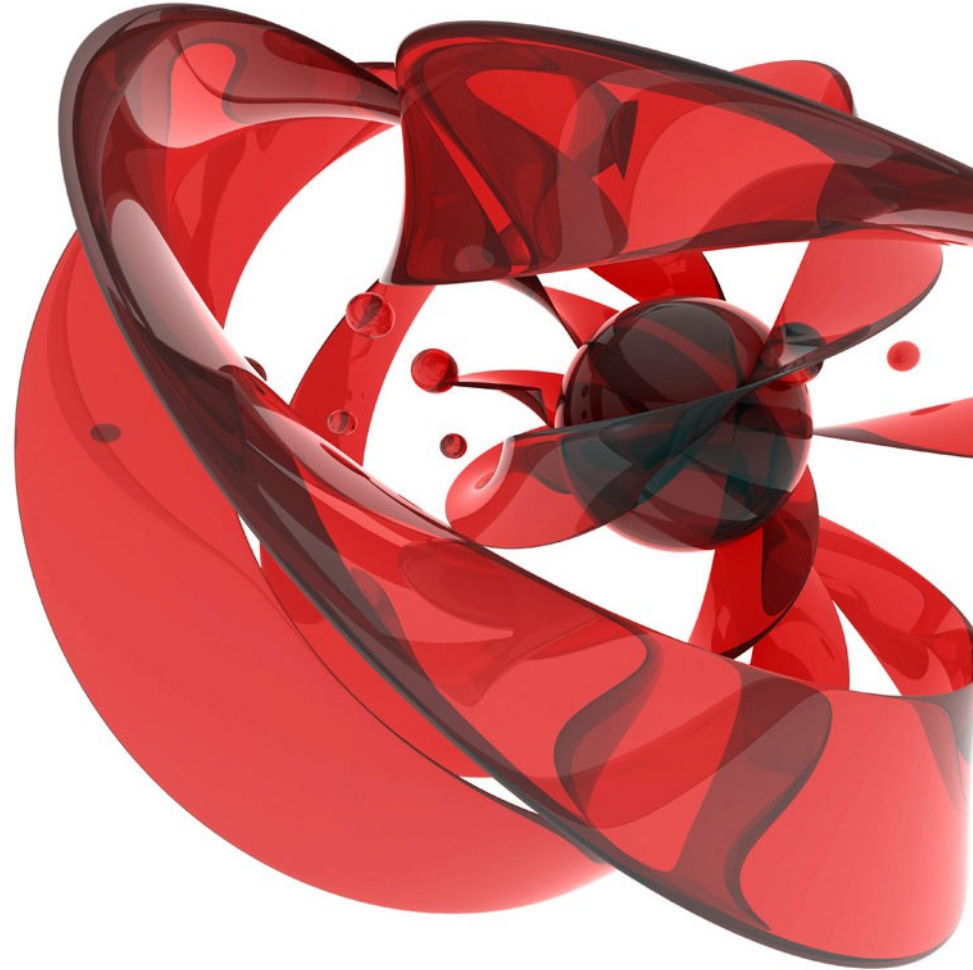


ALLEN & OVERY

"Many managers dread public speaking particularly to their peers"
Management Today

Presentation Skills

Presenter: Petra Myšáková



Types of presentation

- Information updates
- Business pitches
- Marketing services
- Internal and external seminars
- Meetings with clients
- Training workshops
- Briefing colleagues

Great presenters

Characteristics

- Confident
- Relaxed
- Interesting
- Sincere
- Animated
- Energetic
- In control
- Authoritative
- Spontaneous
- Quick, witty
- Interested
- Interacting
- Knowledgeable
- Rapport with audience
- Understanding the audience issues
- Relevant
- Natural
- Individual
- Concise
- Sense of humour
- Reactive
- Believable
- Passionate
- Experienced

How to create the right impression

Using your voice

- Volume
- Pitch
- Speed
- Pause

Body language

- Expression
- Eye contact
- Hands
- Posture
- Legs

Coping with excitement vs. nerves

- Persuade yourself
- The audience is on your side
- Act relaxed
- Preparation
- Rehearse
- Talk to the audience beforehand

Audiences and their ability to listen

- How long can people listen for?
- How much do people retain?
- How interested is the audience?

What you say: toolkits

Beginning

Funnel
Subject
Agenda
Hooks
Aim
Who and why me
How long
What's happening afterwards
Questions
Handouts

Middle

Technique
Getting the meaning across
Test your content

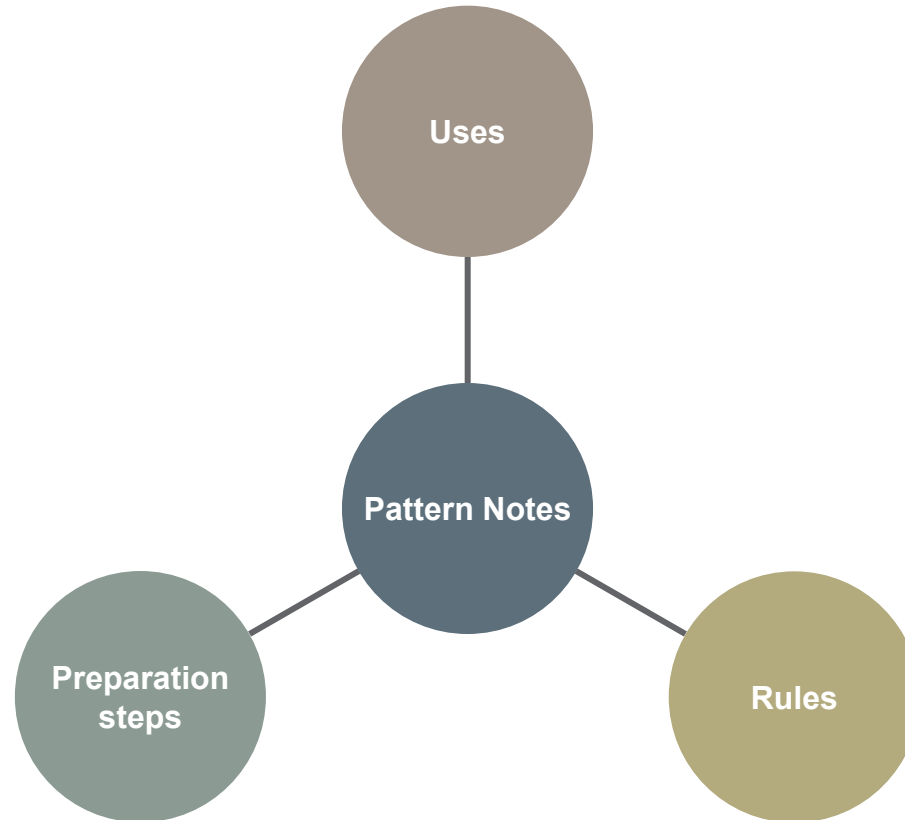
End

Signpost the end
Repeat the agenda
Summarise key points
Repeat the audience's aim
Conclusion
Recommendation
The next step
Questions
Icebreaker

Notes

- Typical problems
- Which notes you need
- The solution

Notes



Content: the art of persuading, influencing and selling

Structure of a persuasive talk

Beginning:

Funnel

Subject

Aim

Agenda

Hooks

Who I am

Questions

Middle:

Brief outline of the situation

Detail of each problem

Implications of each problem

Consequences of no actions

The possible alternatives in outline

The proposed solution

Detail

The benefits

Ending:

Restate the original problems

Summarise your proposed solution

Summarise the key benefits

What you propose happens next, by who and by when

Close

Content: Overcoming objections and considerations

Don'ts

- Don't pounce on the questioner
- Don't sound too clever by dismissing the objection
- Don't argue or try to score points

Do's

- Show that you are listening
- Acknowledge the objection
- Explain why you understand their problem
- Clarify the objection
- Ask why it is a problem
- Use a half Nelson
- Explain how the benefits of your proposal overcome the point raised
- Use a blow up

Content: language and timing

„Once you get people laughing, they're listening and you can tell them almost anything:“

Herbert Gerdner

- Language
 - Short words
 - Short sentences
 - Be careful with technical jargon
 - Be careful with TLA's (three letter acronyms)
 - Humour
 - It will keep the audience listening
 - Enables to get across very serious points
 - Adding interest
- Timing
 - How long would you like this presentation to be?
 - How much detail do you need?
 - Would the thirty minute version be better than the forty minute version?
 - Rehearse out loud

Visual aids

- What is the point of a visual aid?
- How visual is the visual aid, does it create any impact?
- How much practice have you had using the visual aid professionally?
- Have you a contingency?

Questions

- Prepare the questions:
 - You might be asked
 - You don't want to be asked, and
 - You don't know the answer to

Improptu speaking

- Asked for your views
- Asked for an update or information
- Asked to speak at a social event

Speaking at business conference

- The content
- The venue
- Delivery
- Microphones

Questions?

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