

# Fast track your Presentation Skills

Annette Marks



*How not to bore the socks of your audience and clients!*

**F**or many people, speaking in public is viewed with about as much excitement and anticipation as death itself. In fact Richard Branson in “Losing my Virginity” recalls his first public speaking experience as being the “most embarrassing moment of my life.”

Yet in a rapidly globalised economy and busy corporate world public speaking and presenting skills are essential marketing and business communication skills for the entrepreneur, business owner and any leader of influence. The power of clear, credible and convincing public communication of your business’ service and product can enhance the profile, profits, reputation and reach many more existing and new prospects. So what’s the secret to this age old fear of stepping up to speak up so you and your business is heard above the noisy crowd?

Annette Marks of Melbourne-based Voice Dynamics, is well qualified to improve the quality of communication in the work place through a better understanding of the impact of voice on the listener’s response.

A fully qualified speech pathologist with a Bachelor of Applied Science from La Trobe University, Annette has worked extensively in human communication, corporate training and presenting in Australia and in the United Kingdom.

She has coached individuals and organisations in the areas of personal communication influence in various industries ranging from sales and marketing, health, education, recruitment, accounting and finance, science, media and entertainment, professional speakers, celebrities and key spokespersons.

She provides some of the steps required to master this skill which can impact in a serious way on the success or otherwise of a business enterprise.

## **1. Painfree Planning**

Know your key messages. Decide what is most important and interesting to your audience and listener. Cut out the rest. Break down your key points into a simple format for three or five key messages.

## **2. Be Different so They Remember You**

Decide how you will grab their attention at the start and plan how you will leave a memorable conclusion. We have seen people use anything from interesting facts to unusual props or products to rhetorical questions that comfortably disturb the audience. Avoid the pitfall of running out of time before you can leave a mark.

## **3. Courageous and Dynamic Delivery**

Take that extra step to ensure your gestures, body language and voice add impact to your words. Make that extra effort to

rehearse, ask for some advice or get some coaching to save you the embarrassment and ever feared boring presentation.

## **4. Flexibility Calls and How Not to Crumble**

Know what to do if the presentation takes a nose dive. Have other questions, points, activities, clips, cases studies planned in case there is a red alert. Always have a back up if AV lets you down. Respond to questions at the end and note those you need to follow up.

## **5. Stand Out in the Crowd**

Theme or brand your presentation from start to end to add to appeal. This includes everything from the colours, style of your material, the words and key catch phrases.

## **6. Become a Master Storyteller**

Embrace your company’s story, elaborate on amusing and interesting facts and points of information. Engage your audiences mind, heart and ear with vivid descriptions, a powerful yet smooth sounding voice and anecdotes that are relevant to your audience, prospects and clients.

For further tips you can purchase Voice Dynamics DIY Coaching CD: Fast Track Presentation Skills – “How not to bore the socks of your audience” \$75.00 (including GST) or visit the website at [www.voicedynamics.com](http://www.voicedynamics.com) to subscribe to free Voice of Influence Tips.

## **What some clients have said:**

“I felt I could deliver a presentation to a packed MCG on Grand Final Day. It has dramatically increased my confidence and improved my professional profile” – *Jevan Clay, Victorian Operations Team Member, Mc Donald’s Australia.*

“The Annette Marks bolt of lightning that has struck our employees is spreading around the building – many more staff are now begging to your Presentation and Media Training” – *Human Resources & Leadership Development, Racing Victoria Limited.*

“The strategies, exercises and ideas to enhance my voice and presentation delivery has increased the impact of my speaking performance, audience engagement, longevity of my voice so that I can continue to sustain a fulfilling career and business of speaking” – *Tom O’Toole, Inspirational Speaker & Baker.*

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