

**GHANIACADEMY**

HEALTH AND FINANCIAL WELLNESS

Presenting  
With  
Confidence

*Workbook*

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# Why You Can't Ignore Your Presentation Skills

1. Think of some really great presentations you have seen (Shark Tank pitches, TED Talks, etc.). What are some methods those presenters used that really impressed you?

<b>Presentation</b>	
<b>Methods</b>	<b>Notes</b>

<b>Presentation</b>	
<b>Methods</b>	<b>Notes</b>
<b>Presentation</b>	
<b>Methods</b>	<b>Notes</b>

2. Similarly, think of some really terrible presentations you have seen. What were some methods those presenters used that undermined their message?

<b>Presentation</b>	<b>Methods</b>	<b>Notes</b>

# Apply Best Practices to Elevate Your Public Speaking

1. Based on what we've covered, identify areas that you need to work on when making presentations.

Area of Focus	Strategies
<p><b>Before you speak preparations</b></p> <ul style="list-style-type: none"> <li>➤ Know your audience</li> <li>➤ Adjust for size</li> <li>➤ Be flexible</li> <li>➤ Timing</li> <li>➤ Get plenty of fuel</li> <li>➤ Voice and tone</li> </ul>	
<p><b>Delivery</b></p> <ul style="list-style-type: none"> <li>➤ Match your personality</li> <li>➤ Have fun</li> <li>➤ Don't read</li> <li>➤ Facial expressions</li> <li>➤ Body language</li> </ul>	
<p><b>Nerves</b></p> <ul style="list-style-type: none"> <li>➤ Deep breathing</li> <li>➤ The power pose</li> <li>➤ Thinking of friends</li> <li>➤ Go to your 'happy place'</li> </ul>	

# Craft Your Elevator Speech

- Using the 4-step process, craft an elevator pitch. You may ultimately need a couple of versions; for example, an elevator pitch to introduce your company vs. an elevator pitch to introduce a new product or service you are launching.

<b>Step</b>	<b>Version 1</b>	<b>Version 2</b>
<b>1. What you do</b>		
<b>2. What makes what you do unique</b>		
<b>3. Ask an open-ended question</b>		
<b>4. Practice and refine</b>		

- Practice makes perfect. Rehearse it until you can speak effortlessly. Additionally, ensure you can answer anticipated questions.

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Your Company Name

<http://www.YourWebsiteHere.com>



# Build Your Engaging Presentation

1. Think of some engaging presentations you have given or heard. What were some strategies that worked really well? Did they use any stories as part of their presentation? How were they able to predict objections? As well, how did they connect with the audience?

Presentation	Strategies	Stories	Objections	Connection

2. What types of upcoming opportunities do you have to present a persuasive presentation? (Keynote, TED Talks, etc.)

<b>1</b>	
<b>2</b>	
<b>3</b>	
<b>4</b>	
<b>5</b>	
<b>6</b>	
<b>7</b>	
<b>8</b>	
<b>9</b>	
<b>10</b>	

3. Prepare your presentation using the following framework:

<b>Goals</b>	
<b>Introduction</b>	
<b>Key points</b>	Point 1:
	Point 1 Proof/examples/stories:
	Point 2:
	Point 2 Proof/examples/stories:
	Point 3:
	Point 3 Proof/examples/stories:
<b>Conclusion</b>	

4. Practice - With your persuasive presentation built, video tape yourself. Make it as realistic as possible. If you would normally stand during your presentation, then record yourself standing vs. sitting. After recording, watch yourself and use the following rubric to make notes.

<b>Item</b>	<b>Notes</b>
Voice and tone (fillers)-put an x for each um, err, etc. that you observe	
Facial expressions reflect messages in the presentation	
Gestures-put an x for each gesture that detracts from your message-hands in pockets, smoothing hair, adjusting glasses, rocking etc.	
Posture and space-neutral	
Slides-put an x each time you observe yourself reading directly off your slides	

Introduction - catch audience's attention/ build rapport	
Body-points and proofs are compelling	
Stories- effectively used stories	
Conclusion - reminded the audience of key points; had a clear call to action	
Slides-easy to read; text is limited to bullets containing key ideas only	
Timing-note how many minutes over or under your estimated time	

5. What surprised you about your recording? What were your strongest areas? What are areas you need to work on?

<b>Surprises</b>	<b>Strengths</b>	<b>Weaknesses</b>

# Create Your Persuasive Sales Presentation

1. Use the following template to build a sales presentation.

## Prospect background research:

<b>Intro</b>	
<b>Business topic</b>	
<b>Anticipated questions and responses</b>	
<b>Anticipated objections and responses for Budget, Authority, Need, Timing</b>	
<b>Summary</b>	
<b>Call to Action</b>	

2. Practice- Videotape yourself alone or with a trusted friend. Make it as realistic as possible. Given that you won't actually be in front of a prospect, involve a friend, colleague, spouse, or other trusted person. If you would normally stand during your presentation, record yourself standing. After recording, watch yourself and use the following rubric to make notes. You can also ask your friend take notes and give feedback.

Item	Notes
Voice and tone (fillers)-put an x for each um, err, etc. that you observe	
Facial expressions reflect messages in the presentation	
Gestures-put an x for each gesture that detracts from your message-hands in pockets, smoothing hair, adjusting glasses, rocking etc.	
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Introduction - catch audience's attention/ build rapport	
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<b>Surprises</b>	<b>Strengths</b>	<b>Weaknesses</b>

# Conclusion and Next Steps

1. Review your notes from the learning activities in this course and write down your next steps. Include the following, where relevant for you, and attach deadlines to your 'to do's':
  - a. If you have not already done so, record or work with a friend to get feedback on your presentations.
  - b. Schedule into your calendar some time to put yourself at places where you can refine your elevator speech.
  - c. Research and find some opportunities for you to present your engaging presentation at an upcoming event.
  - d. Schedule some sales presentations with prospects.

Task	Notes	Deadline

**Scheduled Presentations**

Audience	Location	Notes	Date