

# Presentation Tips from Presentation Coach Sylvie Verleye

Collection of my most valuable tips from November 2013 to June 2015



I wrote my first e-book summer 2013 as a dear friend told me that she collects all the tips I had sent over the past years in a separate folder named 'Sylvie'. She suggested it would be useful to write an e-book about it. So I did... I sent out the e-book and immediately someone reacted if I could do that every year so he didn't have to save all my tips. I am always happily surprised when I read stuff like this because to be honest...you put a lot of effort and work in sending monthly presentation tips but sometimes I wonder 'who reads this and do people still want it'. So apparently you do and upon request I will send from now on a yearly e-book with a collection of my tips of that season. This e-book is a collection from November 2013 to June 2015. Enjoy the reading!

# CONTENTS TABLE

June 15	Unusual presentation tip to gain confidence
May 15	Transform PPT into Word
April 15	Use RGB colors
February 15	Free stock photos
January 15	Convince your prospects with a story
December 14	Your audience loves humor, as long as it sounds natural
November 14	Sweaty when you are presenting?
October 14	How to present to a high level audience?
July 14	Every great speaker is an actor
May 14	How to end a presentation?
March 14	How to interact with an audience?
February 14	How to create a great pitch?
January 14	3 presentatie tips van Duco Sickinghe
December 13	Prezi tip
November 13	Listen to your own words



Jun 15

# Unusual tip to gain confidence

For this last tip of the season I have an unusual tip for you. When I ask people whether they like to present most say 'no!' When I ask them why they don't like it they say they don't like to be the center of attention, they don't like it when all eyes are fixed on them.

I believe that you can gain more confidence when you actually feel good about yourself. When you look in the mirror and smile at what you see. When you feel fit. But how many people feel like that? So I have decided to extend my services and help people to feel more fit. How I do that? With great products of Forever Living. I got to know the company during a 'pitching' workshop I did for them 2 years ago and have been using the products since with great results. My husband just did a detox with their products of 9 days and lost 6kg. It is not a diet, it is a decision to eat and live healthier. I guide you during the detox and inspire you how to change your eating habits.

My ultimate goal? Make people feel happy when they look in the mirror. Because when you feel good about yourself I am convinced that you feel OK when all eyes are fixed on you.



May 15

# Transform PPT in word

I presume your first question would be why on earth you would do that? I can think of a number of reasons but the most important one is this: it is by far the best way to keep slides 'ZEN' during your talk, only showing messages. Though afterwards you ideally send your audience a detailed document, and slides with only messages will not do! So how do you do this? First of all create your story and then translate that story into 'ZEN' slides. The best way to make simple slides is to draw your slides first on a paper or imagine what you would put on a flip chart if the beamer does not work.

When the slides are ready, press 'file' in the upper left corner and choose 'export'. This is for the most recent versions. For older versions of PPT you might have to choose 'publish' or 'save and send'. In either of these options you can click 'create handouts in Microsoft Word' (or similar descriptions). Click 'create handouts' again and then choose 'notes below slides'.

Automatically a word document is being created. Slide 1 has become page 1. On that page your slide has become a picture and the rest of the page is empty. This is where you create your text that the audience can read afterwards. Save this as a PDF and send it to your audience.

You might say that you do exactly the same using 'notes' in your PowerPoint document. The thing is, I advise you never to send your slides because it is too big when you have lots of pictures and people never read the notes. Plus, you can edit the word document by deleting whatever is not needed or adding a logo on each page which is a good idea.

This works great to create for example a syllabus based on a slideshow for a training or for conference presentations.



Apr 15

# Use RGB colors

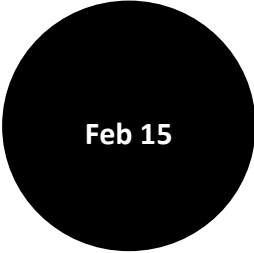
In my opinion a template is great for a 'discussion PPT'. This is the PowerPoints we make most often that are really detailed and used as a report and that is OK. But what about the slides you use to accompany your story during your talk?

I am not at all in favor of using templates for these kinds of slides because they need to be simple. Though I very much believe in branding. So I advise you to use your branding colors for text, shapes, graphics...and use only these colors in the whole PPT. So you need to determine the exact RGB colors. How do you do that?

Imagine you put a shape on the slide. Right click on the shape and choose 'format shape'. Choose colors-solid fill- more colors-customize. Here you can put the exact numbers next to red, green and blue.

On a mac it is somewhat different. Put a shape on your slide and right click. Choose 'format shape'. Choose colors-solid fill-more colors-and this time you need to click the color slider button. Click on the grey scale slider which brings up a drop-down menu where you can select RGB sliders.

!



Feb 15

# Free stock photos for your presentation

When you make a presentation, the first thing you do is build your story. Only then, you can decide to make slides to accompany that story. The best thing to do then is use real visual slides like graphics, one message on the slide, one number or 1 picture covering the whole slide.

The question people often ask me is where to look for these pictures because google is not your best choice. Pictures are often too small (you need high quality pictures) and you have to be sure you can use these pictures. Yesterday I read a post by Guy Kawasaki who shared great sites with free stock pictures. I loved it and now I share it with you! So here is the link: <https://designschool.canva.com/blog/free-stock-photos/>



Jan 15

# Convince your prospects with a story

I actually should have written this newsletter one month ago as I love to compare company presentations with christmas trees. What we tend to do is focus on detailed slides, like a brochure. And as we all know by now that visuals work in slides, we decorate the bullets with pictures, even clipart (still), pretty much like a christmas tree. But here's a question for you: do you show and comment these slides when you present your company or do you have a story to tell??

I advise you to focus on a story and use your slides as backup to use them if needed during the discussion with your prospect. Of course, the first thing you will do is ask questions and get to know what their problem or question is though at one point you will have to tell your story. You should be able to tell that story in 1 minute, that is your basic story that you need to know by heart.

Here is a guideline you can use for your 1 minute that is actually the basis for every longer presentation you would do:

- Describe a situation, which often results in a complication
- Ask the most important question linked to that situation
- Give an answer, which is your core message
- End with 3 advantages or reasons so they understand why you give that particular core message.





Dec 14

# Your audience loves humor, as long as it seems natural

One of my favorite TED talks is 'The power of Vulnerability' of Brene Brown. When you listen to this talk she does exactly the right things. Her whole talk is a story and it begins with a personal anecdote. She tells this exactly the way she remembers it and the personal thoughts she adds create humor. She doesn't look for humor, her story and the way she tells it create humor which makes it natural and authentic. I deliberately chose this one as my last tip of this year as it has great content. I wish you all the best and of course great presentations in 2015! Next year I'll be back with more tips for you... Watch the TED TALK at <http://youtu.be/iCvmsMzIF7o>



Nov 14

# Sweaty when your are presenting?...

Not just athletes sweat when they need to perform, so do speakers. For an athlete this is quite normal, and actually it is for a speaker as well though not that convenient.

Speakers sweat even before the actual 'performance' because they feel a threat. And I could actually say 'WE feel a threat' as this is true for every speaker, even experienced people. I often feel cold, though never ever before I need to speak. This is because of our defense system that is triggered whenever we feel threatened. Nobody in an audience is pointing a gun at you so it is not a real threat though it is a threat to your ego you might say. When you speak to an audience people look at you and evaluate you: on how you look (cannot be avoided not even by hiding behind a lectern), on your content and on your general behavior and this is threatening.

The defense system triggers the 'fight or flight' response which makes us sweaty, we tremble, our heart races and we have a dry mouth. Your body is actually doing a good job, however when sweating heavily...extremely annoying.

Think carefully dear men (and some women) what to wear when you have this problem. NO BLUE SHIRTS! Everyone will see that you sweat. I know you might not like it, feeling warm already, but a suit is really your best choice! If you don't have this problem, just wear whatever feels nice and appropriate.



Oct 14

# How to present to high level audience

During the summer holidays I was interviewed by event TV on how to present to 'the board'. Presenting is a stressful event though for lots of speakers this is even a worse situation. Clicking the link you can see the whole interview, so this time instead of reading my ideas...just listen!

[http://www.eventplanner.tv/tv/151\\_presenting-to-the-management-team.html#.VBgrkxf5oSg.twitter](http://www.eventplanner.tv/tv/151_presenting-to-the-management-team.html#.VBgrkxf5oSg.twitter) . . .



Jul 14

# Every great speaker is an actor!

Often people ask me whether there is a difference between men and women who have to speak in public. I do notice that women use more often 'weak' vocabulary like 'maybe, a little bit,...' though that does not mean that men never do this. For me there is no gender difference though an acting difference.

When you speak in public you might feel vulnerable because all eyes are fixed on you. So you have to prepare, ALOUD! If you have limited time to prepare you have to keep your speaking time SHORT. But when you are presenting to your audience you have to talk to them as if it is the first time you speak these words. Pause as though you are thinking, while you know exactly what you want to say as you have prepared it... This is precisely what actors do.

I am convinced that everyone can get their message across but some just have great acting skills and these are typically the speakers that create a Waauw effect.

So no, there is no difference between men and women presenting but there are some great actors and actresses out there...



May 14


# How to end a Presentation?

Lately I notice that lots of people struggle with the end of a presentation. I am not talking about a big presentation in a conference setting where there is no room for questions. I am talking about a business presentation where you sometimes even sit around a table with a few people. As I have never given a presentation tip on this matter, here it comes...Ask your question.

Now you might think...this is exactly what I do as I ask them 'do you have any questions'. Clearly, this is not what I am talking about as it should be a specific question linked to your goal, your reason why you are there.

If you speak to management hoping to get a budget, this is what you do: you focus on the reasons why you need the budget (give them advantages) and in the end you ask them 'my question to you is, can we obtain a budget for this project'.

If I present my company to 2 or 3 people, I ask them in the end 'does this correspond with a training presentation that you like to organize?' And I am very selective in my choice of words aiming for strong language. Avoid hesitant words like 'hope', 'try', 'maybe', 'a little bit'... Prepare it and rehearse it!



Mar 14

# How to interact?

I was just watching a live stream presentation of Jef Staes and each time I watch him on stage it strikes me how much fun he has. He smiles and so does the audience, he's enthusiastic and it energizes and captivates the audience.

What I like most when I present is interaction with my audience. I come close to them, ask questions and these are often the most fun moments in my presentation.

I saw Jef Staes interacting as well and when he asked a question to his audience he raised his hand to show to the audience how they can respond to his question. This is key! When you want a response from the audience you have to encourage them by either asking questions to individuals or show of hands.



Feb 14

# How to create a Great Pitch?

I don't know why but lately I get a lot of questions on how to pitch? My first question then is 'where do you want to use your pitch?' An elevator pitch used for an informal networking event to let people know what you exactly do is significantly different from an investor pitch. My tips will focus on a pitch that you need to do 'on stage', so a formal one...

## 1. Focus on the WHY

Far too many presentations focus on 'what' and 'how' though the audience is far more interested in why because then it is linked to them. An investor needs to know why he should invest. This is not one of your agenda points. Your whole pitch focusses on the answers to this question.

## 2. Tell stories

You can tell audiences about the super team you have, your great product, facts & figures... but you can only make them care when you give them examples or share anecdotes that proof what you say.

## 3. Connect

Your story should focus on them but so should you! A presentation is never a one way communication. Stand close to them and interact. Give them individual attention when you talk. Focus far more on them than on your PowerPoint. Ask questions to them. Make them part of your presentation. Don't just talk to them, talk WITH them. It is less intimidating and allows you to communicate in a much more effective way.



Jan 14

# 3 Presentatie Tips van Duco Sickinghe

Heel lang al wil ik Duco Sickinghe interviewen maar om één of andere reden lukte het nooit...tot vorige week. Eindelijk kon ik van gedachten wisselen over de topic presenteren. En omdat ik het belangrijk vind om zijn taal te gebruiken, heb ik ook besloten deze nieuwsbrief (uitzonderlijk) in het Nederlands te schrijven.

1. Als ik praat dan hou ik de hele zaal in de gaten. Ik kijk naar alle hoeken van de zaal of ik ze meeheb of niet. Als ik zie dat mensen 'doffe ogen' hebben dan richt ik mij tot hen. En als ik mensen zie 'glimmen' dan denk ik...die zijn OK. Je moet dus als spreker de capaciteit hebben om het publiek te scannen terwijl je spreekt en te merken of je verhaal aanslaat. En slaat het niet aan dan moet je het aanpassen. Je kunt nooit in isolement je verhaal houden, dat werkt niet. Je moet de zaal opzoeken en dan ga je ook beter in je verhaal zitten.

2. Les 2 is, je moet je verhaal kennen zonder de PowerPoint te gebruiken (ik was zo blij dat hij dat zei). Het is me al overkomen dat ik de PowerPoint niet kon gebruiken omdat er een technisch mankement was en het is misschien zelfs een veel leuker verhaal zonder die sheets.

3. Repeteer hardop! Als je hardop die storyline oefent dan merk je of je struikelt of niet. Dat ontdek je niet door die gewoon te bekijken. Voor de grote presentaties bij telenet deed ik altijd 2 keer generale repetitie.





Dec 13

# Prezi Tip

When you start working with prezi you will notice that it is an easy tool though not that simple to make a nice prezi. One of the things I particularly don't like is how people zoom to pictures of different sizes. What is much more beautiful is to put your picture in a round shape that fits the color of the background. The question is how to do that...

Hedwyg Van Groenendaal is a Dutch prezi expert and she has written several books how to use the tool. She has made a prezi available that you can use to put pictures in round shapes. All you need to do is click on the color you want, then press ctrl C and go to your own prezi. Press ctrl V so the shape appears on your prezi. Put this colored shape on top of a picture. You might have to right click on the shape and choose bring to front to make sure the picture appears in the round shape.

The prezi of Hedwyg I am talking about is this one: <http://prezi.com/xx9hjz7voby/copy-of-round-pictures-in-prezi/> Copy this prezi and save it together with your own prezis.



Nov 13

# Listen to your own words

Last week I was coaching this person for an important presentation and I noticed in his first try out that he used the word 'eigenlijk' like 20 times. He was not aware of it though... I remembered from my experience as a news presenter on television that it helped me to listen to myself while I was reading the autocue to express the right emotions and stress words.

So I asked this person to do it again and listen to himself. He was amazed how much he said the word so the first step was to make him conscious. In his last try out aloud that day he said the word only 3 times. GREAT!