

# Learn to Be a Star Presenter

CCCSFAAA Conference — December 6, 2008



# Today's Agenda



- Confidence, Calmness and Control.
  - Stage Fright.
  - Reducing Mental Anxiety.
  - Managing Your Butterflies.
- Clarity.
  - Voice.
  - Eye Contact.
  - Message.
- Command.
  - Five Key Variables of Credibility.
- Seven Deadly Sins.

# Confidence, Calmness and Control

## Stage Fright — Three Key Points



### Stress.

Your body's response to something you perceive as stressful.



### Perception.

What you perceive as stressful can be good or bad.



### Response.

Response to stress is the same no matter what the cause.

# Confidence, Calmness and Control

## Reducing Mental Anxiety

### Identify your fears!

*This action is the first step toward controlling them.*

Identify.

?

Analyze.

# Confidence, Calmness and Control

## Reducing Mental Anxiety



It's an egocentric affliction.

Shift your perception.



# *Confidence, Calmness and Control*

## *Managing Your Butterflies*



# Clarity

Your voice.

*The way in which you dress your words.*

Do I really  
sound like  
that?

Water.

Filler  
words.

# Clarity

Eye contact.  
*Connecting with your audience.*

Searchlight  
, not laser  
beam.

3 to 5  
second  
rule.

Practice!

# Clarity

Message.

*“Simplicity is the ultimate sophistication.”*

*Leonardo da Vinci*

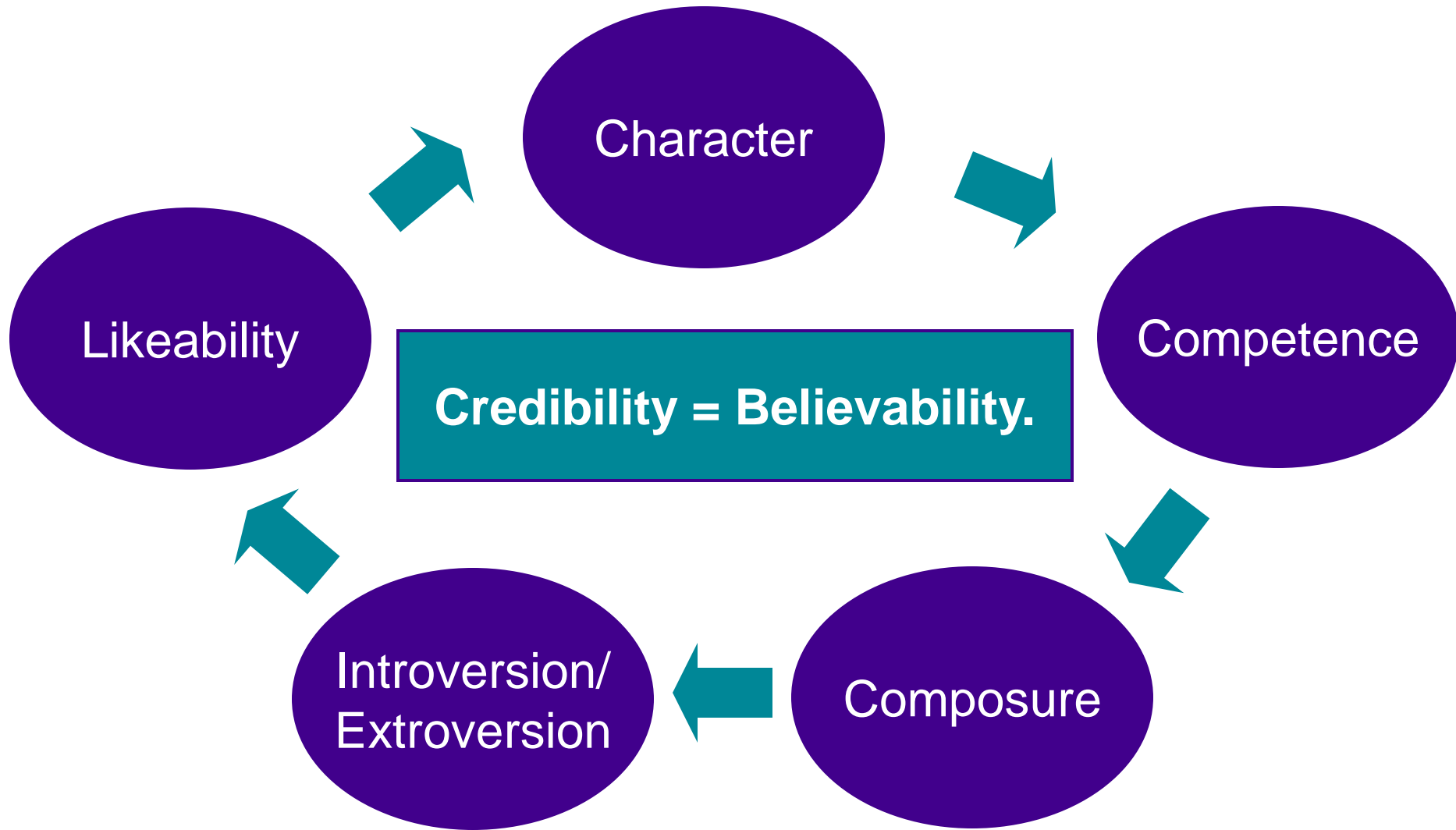
Know  
your  
audience.

Need to  
know  
versus  
nice to  
know.

Flow  
logically.

# Command

## Five Key Variables to Credibility



# Seven Deadly Sins (of Presenters)



1. Starting late and/or wasting time.
2. Being poorly prepared.
3. Lacking content knowledge.
4. Displaying distracting habits.
5. Ignoring participants' needs.
6. Lacking enthusiasm.
7. Reading slides or from a script.

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