

# 7 Steps to Becoming a Better Presenter

## Practice makes permanent

You gotta know your stuff. Reading from the screen doesn't cut it—people can download the information and read it for themselves. Teach something that you're passion about, and learn the content so that you can focus on delivery and engagement, not on remembering what to say.

## Be authentic

Be yourself and use your natural talents. Everybody has their own style, and you have yours. Use it. Think about what it is that you do naturally well, and use that to engage and communicate. If you're funny, then be funny. If you're a good story teller, then tell stories to illustrate your point.

## Ask more questions

A good presentation is a conversation—a dialogue, not a monologue. Get your audience involved and ask them questions. If it's an audience of one, this still applies. People love to talk about themselves!

## Acknowledge your audience

Be grateful that somebody is prepared to hear what you have to say! Make them feel appreciated and acknowledge their presence. There are several ways to do this and we'll explore these in detail in Master of the Stage.

## Breathe

Heightened emotions, fear, nervousness, tiredness and anxiety—these can all impact our ability to be present and in control of ourselves and our environment. Six deep breaths can bring you back to centre and reduce any feelings of loss of control.

Try this rhythmic process when talking with someone: stop ... ask a question ... take a breath ... listen. A great process for interviews and uncomfortable situations.

## Make eye contact

Connect with your audience and begin to build rapport. It's more difficult to take somebody on a journey if you don't look them in the eye. This is important work and you have a message to share.

Try this next time: what colour eyes do they have?

## Visualise

For decades now, elite athletes have used the power of visualisation to train for events. The mind doesn't know the difference between an image that the eye sends to it and one that is imagined. If visualisation is good enough for Olympians, then I reckon it's good enough for us, too. Prepare for your event, be it a conversation, an interview, an intervention of a presentation, by practicing it in your mind. The cynics hate this one. But here's the thing: they practice being cynical (in their mind) all the time!

From [Master of The Stage](#), a program designed to transform you into a confident and persuasive presenter, able to communicate effectively while maintaining control and engaging your audience.