

HOW TO GIVE IMPACTFUL PRESENTATION?

As you know ,presentations are important everywhere . At any stage of life , you need to be a good presenter. I will help you with the things that you must include and take care of in your presentation to be a good presenter and give an impactful presentation. A presentation is a good presentation if it is enjoyable , effective and fulfils its agenda. This podcast will include mostly all the points you need to keep in mind while preparing for your presentation and it's definitely going to help you everytime you need to present.

Start your presentation by introducing yourself in an interesting manner. Tell your audience about your designation in a way that they feel that you are there to help them. For example , don't say I am a motivational speaker , instead say , I motivate and guide people to find the right path in their life. Make your audience believe in you with your authentic personality. Then you can also tell a story or a case study , so that the audience can easily grasp what they are trying to solve. Stories also grab more attention. So , it's a huge advantage. You can also start with an interesting fact or a compelling image that will generate interest. Make them feel that the problem you are solving will be useful to them by making them realise that they will be going through the same and why is that important to know. Mention how passionate you are regarding that issue. Arouse curiosity within the audience so that they will want to hear you. Then , state your agenda and what all objectives your presentation has. Strong start will empower your presentation. Then , you can go for the actual body and the details of your presentation.

While making content for a presentation , you need to research a lot , you need to find the right and precise data so that your content is good. You need to know everything about the subject you are addressing. Collect all the important points and put it across in your own unique way. Because , content is the base of your presentation. You need to know the type of audience you will be addressing and make your content accordingly. You need to add some statistics and some reports to make it look more formal. Your content should be very easy to adapt , the audience should be able to digest your words while you present. Use visuals and graphics instead of just texts. Use pictures , videos , logos , etc because only text will be very boring. Graphics and pictures are very easy to digest and as they say , 'A picture says a thousand words'. Moreover , you can represent a lot of emotions , expressions ,etc using pictures. It's called the 'picture superiority effect' and it is proved by the studies that pictures are 55-66% more easy to retain than texts. Add some examples and stories in your content , because that will grab more attention. Try and use simple but effective language. Make the titles in 'all caps' to highlight them. Use a monochrome palette and a bright colour to represent your text. "Less is more" , try and make your text minimal on your slides and focus more on how you will present them .Don't fill too much text on the slides. Use animation in your presentation because animation is the easiest way to grasp. Only one important topic should be there on each slide and keep the number of slides as less as possible. Your written content is as important as your oral content. So , maintain a good decorum while making slides.

Resonate with your audience. Make them feel like you are one of them . Support your audience. Be very relatable to their feelings and their beliefs. You don't just need to inform the audience but you need to transform them . So , You need to know what your audience

knows , feels and believes before your presentation and you should know what you want them to know , feel and believe. So , present accordingly. Audience should know that you are going to help them , so they should pay attention.

Use your authentic personality to attract the audience. Everyone is unique and everyone has gone through different experiences. Use your personality in such a way that the audience will want to hear you . Use your confidence or even if you are nervous , use your fake confidence to convey your content. If you are feeling anxious beforehand, place your feet shoulder-width apart with fists on your hips, your chin held high and a soft smile, Try taking deep breaths and just go for it. After a while , you will automatically feel confident. Use your personal experience and share it. Say something which other presenters will not say , be unique . Just reflect your personality throughout your presentation and the audience will automatically pay attention.

Use your emotions , gestures and expressions. Don't stand at one place , roam around a little bit. Be a little interactive. Your gestures and body language should be confident. You need to express through your facial expressions as well. Smile a little and make eye contact with your audience. You need to make constant eye contact with different members in the audience. Because , the audience will judge you as a whole package only if you have good body language. Your voice should be very clear and audible. Take pauses in between , don't be so hasty. Be professional while giving presentations. Give the audience time to digest your point , so pausing for a while helps there. Take responses from the audience if possible. One simple trick is to ask very simple questions , so that the audience will definitely answer and relate to you and thus , remain active while listening you. You can also ask some thought-provoking and rhetorical questions to grab more attention. More interaction means more attention. Your tone should be conversational rather than informative. You can also crack a meaningful joke to create a light atmosphere. Make them laugh a little , so that they pay more attention. Because everyone loves jokes , right?

Be interested and enthusiastic about your presentation to make your audience interested. You should be very much into the content , you need to feel the joy while presenting . Generate the interest in the audience for your own benefit. You can also use physical objects for demonstration , because that will make your presentation easy going and will also generate interest. For example , you can use an actual tool to do a task instead of just mentioning the tool. When preparing for your presentation , time yourself. You need to start and end your presentation punctually , because if you take more time , the audience will no longer be interested or you will be considered unprofessional . That can lead to a bad impression. Consider your setting upfront , like are you presenting virtually or in person? How large is your audience? What does the platform look like? And cover all the technical aspects before the presentation . You don't want a technical glitch between your presentation , it will just be a huge chaos. So , prepare well before the presentation and know all the tech-related aspects.

Make sure that your presentation leaves an impact. It should fulfil its motive to fit what you want to fit in the audience's mind. Practice your presentation in front of your friends or family first to know about it from the audience's point of view. Take feedback and improve accordingly.

End your presentation with a short conclusion. Summarise the important points in the presentation so that the audience can retain them. Tell them what you are going to tell them , then tell them and then tell them what you told them. This trick can help a lot in your

presentation. You can also use some quotes written by you or some great person. For example, if it was a motivational presentation, you can end with “ Be you, don't let any boundaries stop you, Be various shades of you and live it up!” Greet your audience with some good words and a ‘Thank you for your time’ at the end.

Don't worry, you will do great. Good luck with your future presentations! Thank you!