1 Effective Presentation Performance - OnDemand Video

1.1 Video Planning Details

- 1.1.1 **Video Title**: Effective Presentation Performance
- 1.1.2 **Modality**: On-demand, asynchronous video
- 1.1.3 **Target Audience**: General Field Sellers
- 1.1.4 **Duration**: 6-9 minutes
- 1.1.5 **Video Learning Goal**: This course aims to enhance learners' ability to deliver effective presentations by addressing the whole brain, engaging the audience emotionally and intellectually, and mastering the performance aspects of public speaking.
- 1.1.6 **Video Learning Objective**: By the end of this course, participants will be able to deliver engaging and effective presentations by utilizing whole brain performance strategies. They will master techniques to emotionally and intellectually engage their audience, enhance vocal clarity and body language, and apply structured feedback to continuously improve their presentation skills. Participants will also learn to manage presentation-related anxiety through visualisation, controlled breathing, and positive self-talk, ultimately leading to increased audience retention and interaction.

1.2 Video Content Outline

- 1.2.1 Introduction / Welcome

  - 1.2.1.1 Hello and welcome! Today is all about how to maximise the delivery of your presentations!

  - 1.2.1.2 Let's begin with a question.
    What does a great presentation feel like?
    [pause]
    It's not just the slides. Not the technology. Not even the words you use…
    It's you. Your voice. Your presence.

  - 1.2.1.3 YOU bring the presentation to life; give it energy; make it believable…

- 1.2.2 Whole brain performance -

  - 1.2.2.1 starts with the animal brain (presence) - gut instinct… should I listen to you…

    - 1.2.2.1.1 Does your physical & vocal presence inspire people to think you're worth listening to?

  - 1.2.2.2 emotional brain (connection) - the limbic brain - can we make a connection?

    - 1.2.2.2.1 Note that all senses route through the emotional brain - so we need to activate this ti get to the thinking brain!

  - 1.2.2.3 Thinking brain (cerebral) - logic & creativity - can I spark your creative genius & can I prove the logic of my message?

- 1.2.3 A presentation is a performance…

  - 1.2.3.1 Firstly: You are the presentation…

    - 1.2.3.1.1 You need to give the passion, the logic, the interest, the excitement to the presentation you are giving!

    - 1.2.3.1.2 Make sure you can deliver all of that in the time you have available!!

  - 1.2.3.2 Secondly: Need to address the whole brain when performing

    - 1.2.3.2.1 More on that in a moment…

  - 1.2.3.3 Thirdly: You need to know who your audience is…

    - 1.2.3.3.1 Do your research and know what interests and motivates your audience

    - 1.2.3.3.2 Remember AMY: Audience, Message, You

      - What is the single core sentences that you want your audience to remember?

- 1.2.4 Starting with the animal brain

  - 1.2.4.1 First impressions count…

    - 1.2.4.1.1 The moment they see you - the game is afoot!

    - 1.2.4.1.2 be suitably dressed for the audience you are talking to or to inspire your audience (look the part)

  - 1.2.4.2 Be relaxed… be confident

    - 1.2.4.2.1 The is where body language comes in - look like you know what you are doing…

      - Stand tall

      - Breathe - important to help you relax and to give you power for your voice…

      - Relaxed shoulders…

      - Move with deliberation & confidence

- Stand still to punch your message home
- Relaxed = confident = authoratative…

▼ 1.2.4.2.2 Nerves are often an issue for speakers…

- Visualisation, controlled breathing cycles, positive self-talk are all great tools to manage nerves

▼ Use the Power Pose!!

- [On screen link to Crudy's Power Pose video]

▶ 1.2.5 Engage the emotional brain…

▶ 1.2.6 Engage the thinking (cerebral) brain…

▶ 1.2.7 Ace the performance!

▼ 1.2.8 Learning more

- 1.2.8.1 We run courses on Effective Presentation Decks, Public Speaking, Executive Presence
- 1.2.8.2 If you need more help speak to your Enablement RBL lead

▼ 1.2.9 Close

- 1.2.9.1 That's all for now!
- 1.2.9.2 Check out our other videos and contact your local RBL for more information
- 1.2.9.3 Good luck with your next presentation!!
- 1.2.9.4 But for now… goodbye!