

7 MISTAKES EVEN SMART PRESENTERS MAKE

1. They think their information is important.

It is not the information that is important. It is the MESSAGE. Most presenters are rarely clear on their message. And therefore, they give too much (or irrelevant) information. This is where presentations lose impact and results.

2. They don't use a template.

Can you imagine getting in a car, bus or train and having no idea where you are going? Or driving around in the hope that you will find an unknown destination? Sounds ridiculous right? Same with presentations. There is a formula or template to deciding on the right goal and how to achieve it, but the bottom line is, every presenter must have a clear outcome and structure.

3. They cause 'death by powerpoint'.

No-one in an audience needs to read slide after boring slide. And they certainly don't need the presenter to read it to them either! There is a right and a wrong way to use slides, but the goal of them is to enhance your message, create interest, and arouse curiosity or emotion.

4. They ignore the audience.

It sounds crazy, but it's true. Often, presenters focus on the information they 'need' to give and don't consider what the audience needs or wants. It's important to balance both. Sometimes, while presenting, they don't connect with the audience effectively and the audience loses interest. Connecting is more than just 'eye contact'. And it's certainly not "imagining the audience naked". That might be fun for some presenters, but it rarely helps with connection or nerves!

5. They are nervous or uncomfortable.

Here is where the mistake is. They are not recognising and acknowledging their own value. Every person speaking to a group has value and experiences that their audience doesn't have. They may think that being nervous is something beyond their control. Learning simple steps to reduce nerves and increase confidence are essential for every presenter so both they and their audience can enjoy the experience.

6. Their beginning (or ending) is flat.

"Hi. My name is Jo Smith and I'm excited to be here today..."

"Morning everyone. How are we all today? Anyway, let's get started..." Not bad, but definitely not captivating. And how often do you hear this type of ending: "Yep, well, that's about it... Thanks." Not horrific, but definitely not impactful. And certainly not likely to result in a highly successful outcome. There are so many ways to make beginnings and endings impactful, enjoyable, original and powerful. And the audience appreciates it.

7. They run out of time at the end.

It could sound something like this: " Oh, I've only got two minutes left to tell you about the last seven hundred years. Ok. Well, this war happened and that war happened and this many million people died. Some stuff was invented that changed all our lives. Um, I guess I'd better end it there." People know they missed out on hearing some content and it doesn't feel good. Having a good formula or template helps ensure the right amount of information is included and practicing helps ensure that the presentation ends on time.