



November, 2010 Volume 1: Issue 6

a MESSAGE from SYLVIA

You're Always Presenting to Somebody, Even If You Think You're Not

Standing at a podium with a microphone in front of fifty people may or may not be something you do. If it isn't, that doesn't mean you aren't presenting to others. In truth, you are presenting to someone every day. What about your efforts to convince your boss to endorse a major project? Buy an expensive piece of equipment? Give you a raise? What about outlining a proposal to a work group? Describing the risks to a process? Sharing details around a creative idea? What about that job interview next week? Won't you be presenting then?



I only started doing a lot of public speaking when I was thirty-five. I didn't regard myself as a presenter until I faced hundreds and hundreds of people month after month as part of my job. But I was wrong. I'd been presenting something to someone my whole life, beginning at age two when I probably presented myself as a lovable, irresistible child to my parents every single day. At six I presented my case for a brand new shiny bike, and at sixteen for a gorgeous prom gown. At

twenty I presented my case for a car in my name, and at twenty-four I presented myself to the man I would marry. You see, we are always presenting something to somebody even if we think we're not.

The lesson to learn from all of this is that the umbrella called presentations includes more than formal public speaking situations. It includes sales pitches, arguments, and the dinner you cook tonight. So reflect on all the different kinds of presentations you made today, and assess what worked and what didn't. What could you do to strengthen them the next time around? What could you leave out or add? How could you make them more convincing, more engaging, more memorable? The feature article below gives you some meaty tips.

Sylvia

FEATURE ARTICLE

7 GUIDELINES FOR MAKING PRESENTATIONS

Whether you are presenting an idea to your boss, a product or service to potential customers, a necessary change in process to staff, or key concepts to a large audience, implement the following to get best results:

1. Get clear about the message you want to communicate.

While you may have twenty points you want to make, know that most people cannot digest and make sense out of twenty different points. Make one, two, or three main points using language that goes to the heart of the matter.

2. Be time sensitive.

Frequently, people take up far too much time when presenting an idea, concept, sales conversation, or speech. Realize that you are inserting yourself into someone else's busy schedule. You are borrowing their time. Respect that precious time, and others will respect you for it.

3. Use the art of questioning appropriately.

An example of how this works? Present one critical point, then ask the other person for feedback. Ask him for his opinion about what you've

offered thus far. Don't wait to the end of your entire presentation, whether fifteen minutes later or an hour later. Interject questions that check for buy-in, agreement, support, and permission to proceed at strategic places during the encounter. Take the temperature of impact.

4. Pay attention to flow.

From start to finish, build upon what you said previously. Make a statement that communicates an idea, then provide a few details. Segue into the next point smoothly. Avoid jumping around. Statements that are disconnected from each other create a real challenge to the listener. Allow the person the opportunity to follow what you are saying without a struggle.

5. Understand that cool technology doesn't establish connections.

Equipment and software are supports for the presentation you make. They are not the presentation. Technology won't earn you the sale, permission to design a new product, respect for your brain power, or files in people's memory banks a week later. Be sure to do what it takes to connect with your listener(s), human being to human being.

6. Choose your words and tone wisely.

How you say something matters more than you may realize. Your choice of words as well as tone can make the difference between success, failure, or downright apathy. Use a direct but pleasant and unemotional approach. Avoid exaggeration, fluff, and profanity in order to be taken seriously.

7. Anticipate a positive response or outcome.

Going into a presentation assuming that the individual or audience will ignore or reject your content sets the stage for a negative conclusion. Knowing that you are well prepared and trusting that you have viable interpersonal skills, why not approach the whole situation with confidence that what you say will be received with interest and enthusiasm?

RESOURCES

PRESENT LIKE A PRO

SPEAK UP! is a book designed to enhance the public speaking skills of women. Authors Cyndi Maxey and Kevin O'Connor provide comprehensive content that covers everything from finding your voice, using charisma, motivating your audience, and looking the part to preparing, connecting, capturing attention, and dealing with unreceptive audiences. Check it out on Amazon. It's an answer to all of your presentation related frustrations.

Be Heard Now! is another great resource in the form of a set of two CDs or direct online download from Lee Glickstein's website. There is also a book. The products teach you how to actually establish a true connection with someone or a group of people. [Click here](#) to go directly to Glickstein's web page. The book appears at the top, while the audio offerings appear further down the page.

TIP

Proactively seek feedback from key people about both your one-on-one and large group presentation approach, style, and content. Select folks from these categories: authority figures, peers, employees, personal partner, and friends. Persons from each of these categories can provide you with different insights that can benefit you as you plan ways to improve all of your presentations.

Where in the World is SYLVIA?

In the newspaper. Sylvia has a regular monthly column in the Harrisburg Patriot. [Click here](#) for the latest installment, *New Normal: Career Coach Suggests Ways To Protect Your Career In The Tough Economy*, published Sunday, November 14, 2010.



Offering a teleseminar. Coming soon to a phone near you! A one hour, cost-and time effective professional improvement program titled *Promoting*

Your Professional Value At Work: What To Do And How To Do It. [Details and registration here.](#) Scheduled for December 9, so do not delay in registering—recording will be available for those unable to participate live.

In person. On the evening of December 6, 2010 Sylvia will be recognized as a member of the Harrisburg Multiple Sclerosis Leadership Class 2010 at a reception at the Hotel Heshey. She welcomes [last minute donations](#) to the cause in order that no one needs to fear being told, “You have MS.”

About This Ezine

This Ezine is 1) to provide readers with valuable FREE content which contributes to both personal and professional growth and 2) to invite them to take next steps toward working directly with Sylvia. **Launching Lives Ezine** is dedicated, above all, to “building people...building businesses.” ©

About SYLVIA

Sylvia Hepler, Owner and President of Launching Lives, is an executive coach based in South Central PA. Her mission is to support corporate and nonprofit executives and business owners as they solve problems, develop leadership skills, and increase balance in their lives. Her background includes: nonprofit executive management/leadership, public speaking, business and freelance writing, teaching, and retail sales.

A [certified executive coach](#) through The Rescue Institute in Colorado and a participant in extensive continuing education, Sylvia is a platinum level expert author on [ezinearticles.com](#). She has produced an audio CD entitled, “Making Change”, [two special reports](#) for persons in management positions, and an e-book entitled, No Surprises: A Business Guide for Starting Your Coaching Practice.

More information is available at her [Launching Lives Website](#)

[Click to contact Sylvia by Email](#)

Reach Sylvia by phone at 717-761-5457

Launching Lives SERVICES

Launching Lives is an executive coaching company located in South Central PA. Its mission is to support persons in management positions to solve their most pressing problems, develop leadership skills, and increase balance in their lives utilizing a holistic approach. Launching Lives focuses on BUILDING PEOPLE through individual, private coaching, group coaching, specialized products, speeches, and retreats. Most coaching takes place by phone.

Often people don't really know HOW they might benefit from coaching. Quite simply, ask yourself these questions: "What can't I seem to resolve on my own? What is keeping me awake at night? What am I missing when I look at a certain situation? How can I get to the next professional level? How can I learn certain skills quickly? How can I narrow my professional gaps? How can I motivate my staff? How can I communicate more effectively so I serve myself and others better? How can I reduce my work-related frustration? How can I develop a viable plan of action for myself and/or my organization? How can I obtain greater job satisfaction? Coaching is the SOLUTION to any of these issues.

© Launching Lives Executive Coaching 2010 Forwarding and sharing content is permitted with attribution. Be sure to include LaunchingLives.biz in your list of safe senders to be certain that you receive each issue of this monthly ezine.

[Click here to Unsubscribe](#)