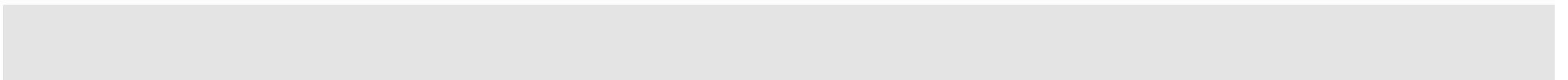


**Being Heard –  
how to communicate clearly**

19 November 2013

Diana Hatton and Abigail Branagan



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# What will we cover today?

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## **Morning**

- The different ways we communicate and why
- First impressions and building rapport
- Practicalities of creating and carrying out a presentation
- Have a go at putting everything we've discussed into practice

## **Afternoon**

- Hear from graphic designer Fraser Muggeridge
  - Communications audit and brand propositions
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## On the spot!

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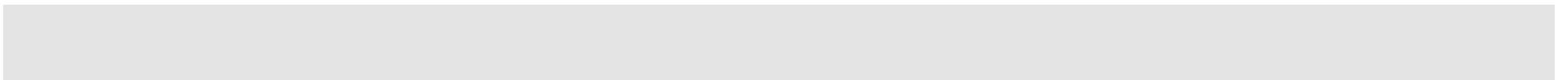
Please can you each give a 2 minute presentation, which answers the following question:

What does your organisation do?

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# How we take in information

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# Visual, vocal, text

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**Visual** - what we see

- How a person physically present themselves/interacts with others. 55%

**Vocal** – what we hear

- How a person speaks – tone of voice. 38%

**Text** – what we read

- Written materials they we are given. 7%
- 

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# First impressions count!

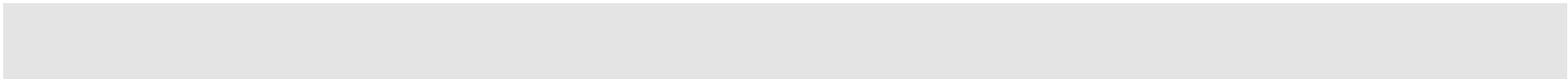
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It takes an average of 7 seconds to make an impression



Body language accounts for 90% of first impressions



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# Making a good impression

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## The handshake

- firm, but not bone-crushing
- lasts about 3 seconds
  
- smile and make good eye contact
- Open and confident body language

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# Making a good impression

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## Your appearance

- Dressing appropriately for the situation
- Feeling comfortable
- Be neat, clean and tidy



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# Making a good impression

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## Acknowledgement

- Eye contact
- Open relaxed posture
- Focussing on that person
- Be courteous and attentive

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# Making a good impression

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## Facial expressions

- relax and smile
- Show excitement, enthusiasm, seriousness, importance but be sensitive to the situation

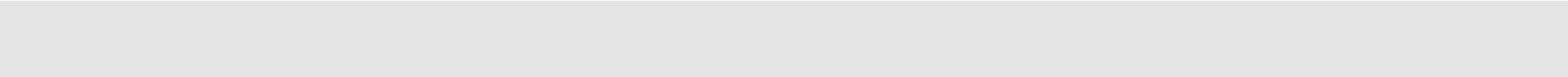
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## Building rapport

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It is easier to influence, persuade, and convince others if they feel you are on the same wavelength.

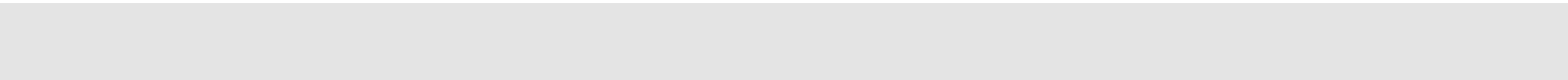
Research your audience and use facts to show that you understand them.



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# How do you build rapport

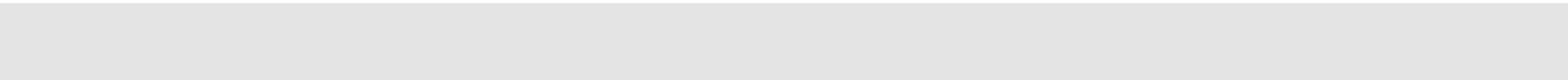
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- The Smile
  - Find common ground
  - Match and mirror
  - Body language
  - Active listening
  - Voice matching/tone of voice
  - Word matching
- 

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# What blocks rapport - visually

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- Fiddling/seeming distracted
  - Self consciousness
  - Wagging foot
  - Sitting with your arms crossed
  - Turning your body/chair away from the other person
  - Frowning or losing eye contact
- 

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# What blocks rapport

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- An over-whelming need to be liked
- Judgement – either judging or being judged by others
- Imposing our values or having values imposed on us

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# Presentation skills

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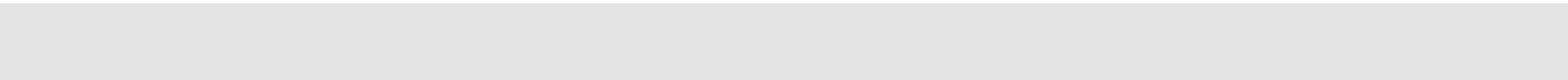
Pulling together:

- Making a good impression
- Body language
- Good rapport

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# Why are presentation skills important?

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- To engage potential investors and customers
  - To pitch for work and interviews
  - To give talks and presentations about your organisation
  - To network at events – e.g. business networking
- 



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# Your experiences

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- What are your experiences of giving a presentation?
- What have you found difficult?
- What have you found has worked for you?
- Any tips you want to share?

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# How do I give a strong presentation?

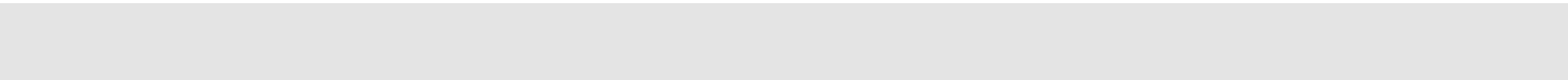
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1. First and foremost - know your 'PAL'

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# PAL

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- **Purpose:** Know what your purpose is in giving your presentation. Is it to inform? To persuade? To entertain?
  - **Audience:** Who is your audience? What age group are they, where do they live, what attitudes do they have?
  - **Logistics:** These are things that have to be organised. You should know how much time you have to speak, what time of day it will be, how the room will be set up, what you need to prepare, etc.
- 

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# How do I give a strong presentation?

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## 2. Plan carefully

- Prepare the structure of the talk carefully and logically.
- Give it a beginning a middle and an end.

Ask the following questions:

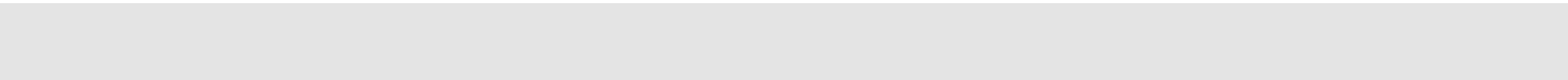
- What are the objectives of the talk?
  - What are the main points I want to make?
- 

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# How do I give a strong presentation?

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## 3. Pay attention to timing

- Plan, prepare and practice to fill 75% of the allotted time you're given to speak.
  - If you expect audience involvement, plan on speaking for 50% of the time and using 25% for audience participation (such as Q&A).
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# How do I give a strong presentation?

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4. Keep it relevant. When preparing your talk consider the :
  - 'must know'
  - 'should know'
  - 'could know'
  
5. The Three Rule. Audience tend to only remember **three** messages. So, try to limit your presentation material according to your allotted time and the audience's interest.

# How do I give a strong presentation?

## 6. Tell a Good Story:

- Eye catching stats and a problem/opportunity that resonates
- State the problem/opportunity and how your organisation answers this currently
- What is needed to increase the impact (how they can help)
- Who you are – your team, your board
- The moment that makes an emotional connection what got you into your venture
- Beneficiary view on the lasting and significant impact of your project/proposal

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# Using notes

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- Try not to read from a script as you won't engage your audience.
- Create user-friendly notes for yourself – you may find it easier to use bullet points
- Use highlighters to indicate the 'must', 'should' and 'could' know information.

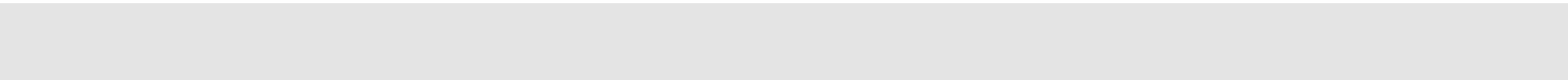


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# The Delivery - first impressions!

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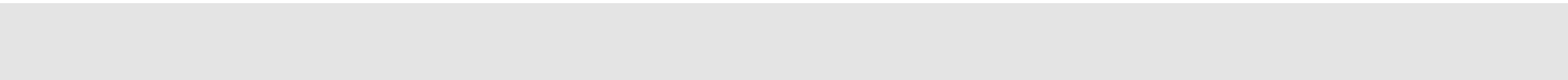
Remember first impressions only take a few seconds so:

- Introduce yourself
  - Tell the audience what you are going to cover in your talk
  - Let them know how long you're going to take, and when they can ask questions.
  - Don't forget to smile!
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## The Delivery - some tips.....

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- Speak clearly
  - Stand up straight
  - Don't rush, or talk deliberately slowly.
  - Be natural - although not conversational
  - Pause at key points - this has the effect of emphasising the importance of a particular point you are making
  - Avoid jokes
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# Delivering with passion

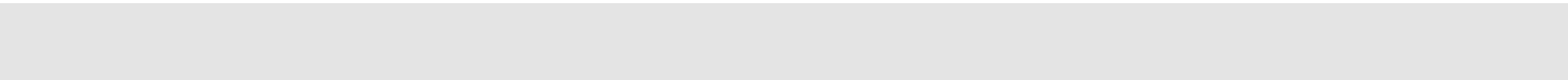
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- It's amazing how catchy enthusiasm is.
- If your voice is expressive, your gestures animated, and you make eye contact with the audience you will appear confident.
- However there is a fine line - being over enthusiastic can alienate and audience.

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## Some tips.....

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- Include stories, anecdotes, analogies and metaphors to reinforce the key points of your presentation.
  - You'll have more impact than by just using pure facts and your words will be more memorable.
  - Use your hands to emphasise points but don't indulge in too much hand waving
  - Look at the audience as much as possible, but don't fix on an individual - it can be intimidating. This helps to make your audience feel involved
  - Pitch your presentation towards the back of the audience, especially in larger rooms
  - Keep some water handy
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# Visual aids

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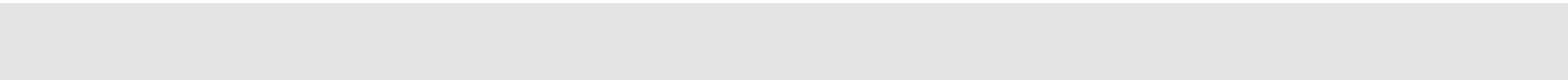
- Visual aids significantly improve the interest of a presentation
- Depending on the purpose of your presentation:
  - Props/samples
  - Mood boards
  - Press / Images
  - Maquettes

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# Questions – think ahead

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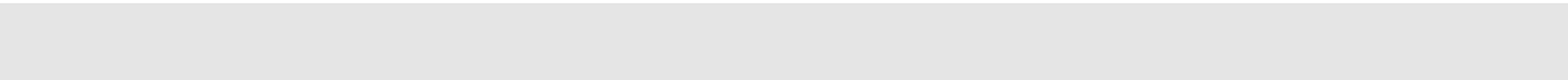
The Q&A part of the presentation can be as important as the actual presentation.

- During your preparation think about the types of questions that you might be asked.
  - It sometimes helps to paraphrase the questions before answering taking into account the questioner's reasons for asking.
  - When answering, keep looking around the audience – others may have had the same question.
  - Treat all questions and questioners with respect.
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# Overcoming nerves

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- Stage fright is just another term for excitement. Before your presentation breath deeply as this will help calm your nerves.
  - Go through your presentation in your head and imagine a positive outcome/draw on previous experiences.
  - Knowing that you are well prepared will also boost your confidence.
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# Practise makes perfect!

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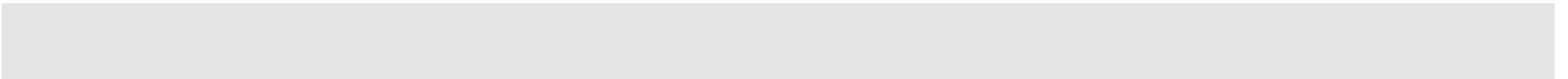
- Practise out loud, and say it differently each time. This helps you to find the tone you are most comfortable with.
- Use friends and family as an audience to help you feel comfortable speaking in public.



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# The Elevator Pitch

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# What is an elevator pitch?

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It's a short summary about your business and products.

It should take no more than 2 minutes – the time it takes for an elevator to reach the top of a building.

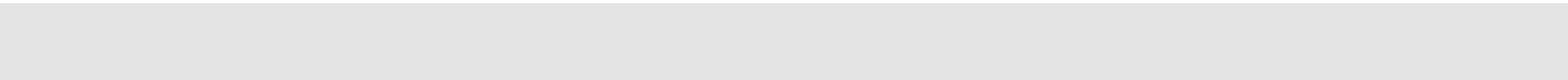
Usually used to grab an investor's attention!

*Has anyone had to give one – how did it go?*

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# What should your pitch include?

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1. Company background. Who you are?
  2. What's your product/services?
  3. Who's your target market?
  4. Who's your competition?
  5. What's its USP – why is it special? Include key product/service features. What is your 'edge over the competition?
  6. What's the value proposition? Why should you buy invest in you – what are the benefits of your product/project?
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# If you're pitching for investment

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You also need to:

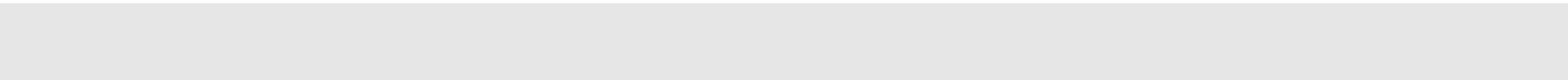
- articulate what you want – sponsorship, investment?
- include the financials – current turnover and financial forecasts.

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# Some tips

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You only have a short time so keep it:

- Concise
  - Clear – don't use jargon
  - Compelling – capture the audience's interest
- 

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# Remember about preparation...

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How to give a strong presentation

1. Know your **PAL** (purpose, audience, logistics)
2. Plan carefully.
  - Structure your talk - Beginning, Middle and End. Making sure it includes your key messages. Remember the three rule and keep content relevant. Tell a good story
  - Make user friendly notes for yourself
  - Think about any props of visuals you'll need and how you'll use these.
  - Try and think about the questions you might get asked.
3. Think about your timing.

Then practice, practice, practice.



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# Remember from this morning

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- First impressions
- Positive body language
- Building rapport with the audience
- The techniques you learnt to manage nerves

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# On the spot again!

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Imagine you've met a potential investor at networking event who asks you:

“What does your organisation do?”

Prepare a 2 minute response





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# Recap

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- Talked about first impressions, building rapport and body language.
- Talked about how to make a strong presentation.
- You've all had a go at presenting!
  
- Is there anything that you would like to go over at this stage?

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# Fraser Muggeridge - designer

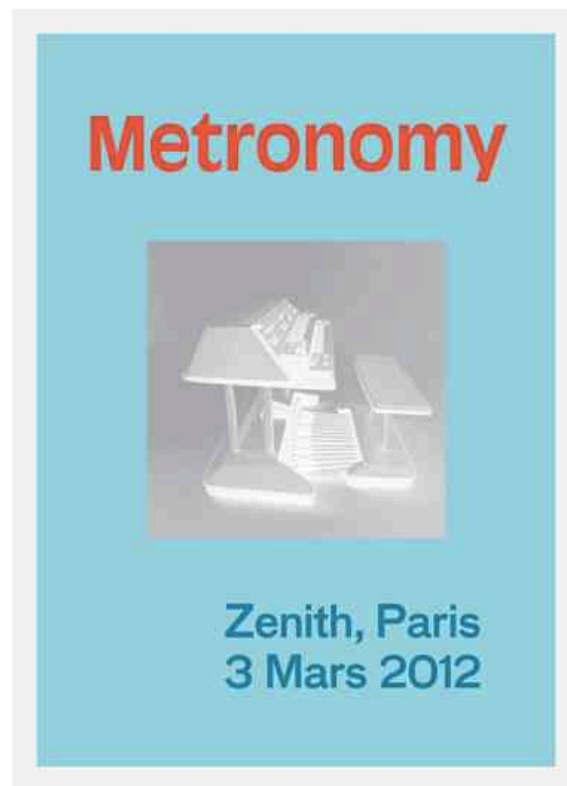
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## Fraser Muggeridge studio

8A West Smithfield  
London EC1A 9JR  
020 7489 0770  
info@pleasedonotbend.co.uk



## Information



## Work



Indifferent  
Matter



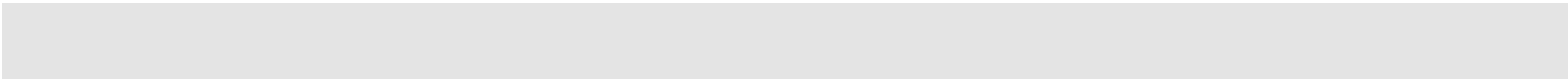
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# Communications audit

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- Print – leaflets/flyers/posters/ programmes/catalogues/postcards/advertisement.
- Digital – website/Facebook/Twitter/Blogging/Tumblr/Pinterest/Youtube/Flickr
- Face to face – networking events

What's right for your organisation and why?



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# Brand proposition

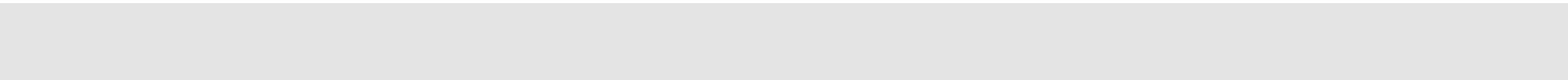
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Your brand proposition is sentence or phrase that encapsulates the brand benefits/values/culture/philosophy of your organisation.

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# Why is it important

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- Helps you to identify what you stand for (personality, image, values, culture)
  - Helps you to differentiate your organisation from others
  - Helps you to work to your strengths
  - Be consistent and recognised
  - Inspire customer loyalty
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# Brand proposition

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- Can you think of some brands who have a clear/strong brand proposition?
- What is your brand proposition – can you distil this down into a sentence or three words that capture your organisational values?

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# Reflect on the day

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- Think about how well your marketing materials/methods reflect the brand (vision and values) of your organisation?
- What aspects are you happy with?
- What needs to change? How are you going to set about making those changes?

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# Reminder

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“Making the Most of Your Website  
and Using Social Media”

Wednesday 11 December at Art Central  
1.30pm to 4.30pm

Trainer: Sinead Mac Manus

<http://www.eightfold.org>

Are there any specifics you would like her to  
cover?

