**“Presentation Excellence Basics”**

**Cheat-Sheets Devil’s Dozen**

Please, notice: this is just a synopsis for participants of Public Speaking trainings, aimed to recall information after the training. If you need full version and detailed explanation of information below you may contact trainer personally.

**Golden Rule of Public Speech Preparation:**



**Main filter of any techniques you check:**

**“PRO” or “CONTRA”**

**If it will play for your aims – do use it.**

**If it will play against your aims – do not use it.**

1. **Aims, objectives, targets;**
* Personal aims
* Your Side aims
* Manifest
* Aims of your audience
* Aims of your TG
* Problem your TG have
* What would change in your TG life
* The manipulative “key-phrase”
* The benefits your TG will have from it
* How the World will become better after your idea implementation
1. **Speech-Plan and timing rehearsals;**
2. Draw your speech’s draft plan (3 to 7 paragraphs, and 3 to 7 sub-paragraphs within each one)
3. Put additional bombs inside (questions, stories, flirting, intrigues, complements, etc.)
4. Put other types of content (BL tricks, pauses, choreography tricks)
5. Note the planned detailed timing for each paragraph (including bombs and other content)
6. Train your speech alone and check timing
7. Make corrections (edit either your speech/plan or your timing)
8. Train one more time
9. Edit again
10. Train your speech for camera (with video-recording)
11. View record and evaluate yourself
12. Edit your speech/plan
13. Train one more time
14. Edit again
15. Train your speech with live public (friends, colleagues, “corridor people”)
16. Receive feedback
17. Edit your speech/plan
18. Train your speech with live public one more time
19. Edit your speech/plan again
20. God Bless You!
21. **Fillers termination;**
22. You don’t feel your fillers
23. Someone mark your fillers for you
24. STRESS!!! (you conscious stops your fillers and you hesitate and stressed about the gaps)
25. Pauses instead of fillers, you feel uncomfortable
26. You feel comfortable: beautiful pauses or constant smooth speech
27. New fillers detected
28. **Body-language check;**
* Do you use at least one gesture for every sentence? ( Y/N )
* Do you change your location at the stage (on the floor) at least once per 3 minutes? ( Y/N )
* Do your gestures enough strict, direct, powerful, sensible and reasonable? ( Y/N )
* Do your Body-Language free of parasitic micro-gestures? ( Y/N )
* Do you change the style of your Body-Language at least every 7 minutes? ( Y/N )
* Do you use your facial mobility? Really? ( Y/N )
* Do you use your head mobility? ( Y/N )
* Do you use your body mobility for empowering your speech? ( Y/N )

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1. **Eye-Contact check;**
* Do you look at the eyes of your audience at least 70% of time of speech? ( Y/N )
* Do you meet the eye-look of left and right endman in both first and last row of seats at hall? ( Y/N )
* Do you shuffle your eye-look position within all the area of your audience seats? ( Y/N )
* Do you stare at people’s eyes not more than for 0.2 second? ( Y/N )
1. **Emotional pattern and it’s escalation;**
2. Find the keyword in sentence, the main word there.
3. Make a great emphasis at this keyword. It may be more than one keywords
4. Make an enormous, crazy, grotesque emphasis at this keyword, with all the enormous and grotesque Body-Language, intonation, choreography, gestures
5. Roll back to “socially acceptable” level of emotions
6. Go to the next sentence and repeat from the beginning

1. **Basic Bombs: entertaining and engaging;**
* Story / “When I have just been going to you…”
* Questions;
* Complement;
* Verbal mode changes;
* Gestures changes;
* Facial mobility;
* Choreography changes;
* Rhetoric changes;
* Ask for Assistance;
* Pauses;
* Jokes;
* Quotes;
* Shocking numbers;
* Live emotions;
* Expert speech;
* Drama;
* Experience;
* Experiment;
* Provocation;
* Discussion;
* Good Cop / Bad Cop;
* Visualization (Picture / Video)
* Other representative systems;
* Group activities;
* Flirting with audience;
* Language;
* Contrast Semantic Irritant;
* Decoy-duck;
* Truth / Live Emotions;
* Promise / Intrigue;
* Shock;
* Sex;
* Counter-example;
* Other ways;
1. **Effective beginning**
2. Starts long before your appearance on stage
3. Pause and other ways of attention concentration
4. Warm-up (Joke, Story, Activity, etc.)
5. Presentation of presentation
6. Questions and public analysis
7. Start
8. **Emergency Preparation Plan;**
9. Define aims (you need 1…20 seconds);
10. Define audience (you need 5…40 seconds);
11. Build a short plan (you need 10…40 seconds);
12. Build first minutes (you need 10…80 seconds);
13. Go (you need 0 seconds);
14. **Stress reduction;**
15. Physical activity method;
16. Speaking through own thoughts and feelings;
17. Shake (hands, palms, feet);
18. Meditation (Waves);
19. Rabbits;
20. Meditation: earthing;
21. **Audience analysis;**
22. Age
23. Sex
24. Positions
25. Targets
26. Leaders
27. Appearance design
28. Dynamic of interest
29. Cycles of audience attention
30. **Challenging questions preparation;**
31. Baskets technique
* Structure all possible questions in “case-baskets”
* Develop the best answer (explanation) for every “case-basket”
* During your speech if the question are from basket – use prepared text.
* And add some “beautiful words”
1. Questions self-design method
* Design in advance three very good questions (may be more);
* Design the best, the most beautiful and useful answers for it;
* Design in advance three really bad, undesirable questions for yourself;
* Design nevertheless the best, the most beautiful and useful answers for it;
* During speech use good answers for good questions, and good answers for bad questions;
* At the end, if there is some time left and some “Good Questions” are unused, use them like “There are the really frequent question for me about…” and then answer it;
1. Ways to avoid embarrassing questions
* Reflection;
* Acceptation;
* Avoiding;
* Redirecting;
* Redirecting to public;
* Disregard;
1. **Technical Supply tricks;**
2. More, MORE copies of Presentation;
3. Cheat-sheet on paper;
4. Trainings with microphone in advance;
5. Trainings with hands-free set;
6. GTT and GTW;
7. Polycom;
8. Projector tricks;

**Create Two Contingency Plans**

 If you’re like me, “what if?” is your biggest source of anxiety: what if your PowerPoint presentation fails, someone constantly interrupts, or your opening falls flat? Pick two of your biggest fears and create contingency plans. What will you do if the projector fails? What will you do if the meeting runs long and you only have a few minutes to speak? The effort won’t be wasted because the more you think through different scenarios, the better you can think on your feet if something truly unexpected occurs.

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