FALL IN LOVE WITH PRESENTING

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Table of Contents

Table of Contents

TABLE OF CONTENTS I

CHAPTER 1 1

INTRODUCTION 1

HOW TO GET THE MOST FROM THIS COURSE 3

WHY IT'S IMPORTANT FOR ME TO DO GREAT PRESENTATIONS 4

CHAPTER 2 7

9 KEYS TO GREAT PRESENTATIONS 7

THE DIFFERENCE BETWEEN GREAT AND NOT-SO-GREAT PRESENTATIONS 9

WHAT MAKES FOR NOT-SO-GREAT PRESENTATIONS? 9

WHAT MAKES FOR GREAT PRESENTATIONS? 9

9 KEYS TO GREAT PRESENTATIONS 10

(1) SKILL 10

(2) PASSION 10

(3) LIGHTNESS & FUN 10

(4) ENGAGEMENT 10

(5) AUTHENTICITY 10

(6) ORIGINALITY 10

(7) RESPECT 11

(8) CONFIDENCE 11

(9) MANAGING THE ENERGY AND EMOTIONAL STATES 12

CHAPTER 3 13

YOUR LIMBIC BRAIN, FIRMLY IN CONTROL 13

YOUR LIMBIC (EMOTIONAL) BRAIN 15

1. NEVER IN THE HISTORY OF CALMING DOWN HAS ANYONE EVER CALMED DOWN BY BEING TOLD TO CALM DOWN 15

2. THE AMYGDALA 15

3. FIGHT, FLIGHT OR FREEZE 16

FIGHT 16

FLIGHT 16

FREEZE 16

4. NO CONSCIOUS CONTROL 16

5. IT'S ALL BASED ON PERCEPTION 16

6. A SELF-FULFILLING PROPHESY 17

7. YOU CAN CHANGE 17

CHAPTER 4 19
INCREASING YOUR CONFIDENCE 19
INCREASING YOUR CONFIDENCE 21
WILLPOWER IS AN EXHAUSTIBLE RESOURCE 21
THE SCIENCE BEHIND ENERGY PSYCHOLOGY 21
HOW TO APPROACH TAPPING 21
THE TAPPING POINTS 22
HOW TO TAP 22
COMMON FEARS (ASPECTS) OF PUBLIC SPEAKING 23
REGAIN YOUR CONFIDENCE 25
CHAPTER 5 29
FEEDBACK 29
SKILLFUL VS UNSKILLFUL FEEDBACK 31
THE IMPACT OF UNSKILLFUL FEEDBACK 31
THE LIMBIC BRAIN ALL OVER AGAIN 31
SHUTTING DOWN 31
IT'S NOT ABOUT BEING 'NICE' OR SWEEPING THINGS UNDER THE CARPET 31
EXAMPLES OF UNSKILLFUL FEEDBACK 32
SKILLFUL FEEDBACK OPENS UP POSSIBILITIES 32
GENERAL AFFIRMING FEEDBACK 32
SKILLFUL AFFIRMING FEEDBACK 32
A FEEDBACK MODEL THAT WORKS 33
STEP 1: ASK/GIVE PERMISSION 34
STEP 2: WHAT I LIKED/LOVED/APPRECIATED WAS [SPECIFIC DETAILS] … BECAUSE [GIVE POSTIVE REASON] 34
STEP 3: SUGGEST CHANGES 34
STEP 4: RESPOND / CLARIFY 35
STEP 5: CONSIDER THE FEEDBACK 35
STEP 6: FOLLOW UP 35
CHAPTER 6 37
A FRAMEWORK FOR GREAT PRESENTATIONS 37
A FRAMEWORK FOR GREAT PRESENTATIONS 39
CHAPTER 7 41
STEP 1 SET THE SCENE 41
STEP 1: SET THE SCENE 43
1. PREPARE THE ENVIRONMENT 44
2. PREPARE YOURSELF 46
THE MIND/BODY CONNECTION 46
CHAPTER 8 49
STEP 2 WELCOME THE PARTICIPANTS 49

STEP 2: WELCOME THE PARTICIPANTS 51
1. DO 52
2. SAY 53
(I) WELCOMING WORDS & CONTEXT 53
(II) APPRECIATION & ELEPHANTS 54
(III) INTRODUCE YOURSELF 55
(IV) LOGISTICS 57
(V) GET THEIR PERMISSION TO CONTINUE 57
3. ASK THEM TO DO 64
CHAPTER 9 67
STEP 3 ENGAGE THE PARTICIPANTS 67
STEP 3: ENGAGE THE PARTICIPANTS 69
THE RISKS OF NOT ENGAGING THE PARTICIPANTS 70
HOW ENGAGING THE PARTICIPANTS BENEFITS THEM 71
HOW ENGAGING THE PARTICIPANTS BENEFITS YOU 71
NINE WAYS TO ENGAGE THE PARTICIPANTS 72
1. 'YES-SET' QUESTIONS 73
2. 'YES-SET' STATEMENTS 75
3. ALL-INCLUSIVE QUESTIONS AND A CONNECTOR 77
CREATE RESPONSIVE PARTICIPANTS 78
THE DIFFERENCE BETWEEN YES-SETS AND ALL-INCLUSIVE QUESTIONS 78
4. ALL-INCLUSIVE STATEMENTS AND A CONNECTOR 81
5. ENGAGE PARTICIPANTS WITH EACH OTHER 84
6. ENGAGE THE WHOLE GROUP 88
7. POLLS AND QUIZZES 91
8. INTERACTIVE ONLINE WHITEBOARDS/COLLABORATION TOOLS 96
9. CHAT 101
THE IMPORTANCE OF GIVING EFFECTIVE INSTRUCTIONS 102
CHAPTER 10 103
STEP 4 WHY, OH WHY, OH WHY 103
LEAD WITH THE WHY 105
OUR CHALLENGES AS PRESENTERS 105
THE SOLUTION 105
THE 4-MAT MODEL 106
THE FOUR STEPS OF THE 4-MAT MODEL 106
ALWAYS LEAD WITH THE WHY 107
THINK ABOUT YOUR 'WHY' 108
OPTION 1: FOCUS ON THE PROBLEM AND SUGGEST THAT YOU HAVE A SOLUTION THAT YOU'RE ABOUT TO SHARE WITH THEM (JUST DON'T TELL THEM WHAT IT IS YET.) 108
OPTION 2: FOCUS ON THE SOLUTION 108

DO YOU HAVE A STARTLING FACT? 108
MYTH BUSTERS WORK A CHARM 109
HAVE A CONVERSATION 109
SET THE SCENE (PREPARE THE ENVIRONMENT AND YOURSELF) 112
CHAPTER 11 117
STEP 5 WHAT, HOW & WHAT-IF 117
STEP 5: WHAT, HOW AND WHAT-IF 119
WHAT 119
HOW 122
WHAT-IF 126
Q&A 127
CHAPTER 12 129
STEP 6 WRAP UP 129
WHEN IT'S TIME TO GO, IT'S TIME TO GO 130
OUR MINDS WANT CLOSURE 130
CLOSE-OUT STEPS 131
BRIEF RECAP 131
CONCLUSIONS & RECOMMENDATIONS; MAKRE SURE THERE IS (YOUR) LIGHT AT THE END OF THE TUNNEL 131
FOLLOW-UP ACTIONS & COMMITMENTS 131
APPRECIATION 131
IT'S (STILL) ALL ABOUT ENERGY 132
CHAPTER 13 135
USING EFFECTIVE SLIDES 135
SLIDES 137
INEFFECTIVE SLIDES 137
EFFECTIVE SLIDES 139
SLIDE GUIDELINES 140
HEADS-UP 140
CHAPTER 14 141
PUTTING IT ALL TOGETHER 141
PUTTING IT ALL TOGETHER 143
CHAPTER 15 149
RESPONDING TO PARTICIPANTS 149
RESPONDING TO PARTICIPANTS 151
AVOID "BUT" 151
OTHER WAYS OF MAKING PARTICIPANTS WRONG 151
"YES, AND" 152
IT'S ABOUT RESPECT 152
CHAPTER 16 153

THE ART OF (AND NONSENSE RULES ABOUT) ANSWERING QUESTIONS 153
THE ART OF ANSWERING QUESTIONS 155
NONSENSE RULES ABOUT ANSWERING QUESTIONS 155
FALSE RULE 1: YOU HAVE TO KNOW IT ALL / BE ABLE TO ANSWER EVERY QUESTION 155
FALSE RULE 2: THE PARTICIPANTS HAVE TO AGREE WITH YOU / BELIEVE YOU 155
FALSE RULE 3: THE PARTICIPANTS HAVE TO LIKE WHAT YOU HAVE TO SAY 155
FALSE RULE 4: YOU KNOW WHAT'S GOOD FOR THEM 156
FALSE RULE 5: IF THEY KNOW MORE THAN YOU THEN THAT MEANS THAT YOU ARE NOT GOOD|SKILLED|EXPERIENCED ENOUGH TO BE A PRESENTER 156
CHAPTER 17 157
DISTINCTIONS, NUANCES & TIPS 157
DISTINCTIONS, NUANCES AND TIPS 159
WHEN YOU'RE A GUEST PRESENTER 161
CHAPTER 18 163
IN CLOSING 163
PRACTISE, PRACTISE, PRACTISE 165
KEEP PRACTISING 165
KEEP TAPPING 165
KEEP LEARNING 165
KEEP ASKING FOR HELP 165
APPENDIX 1 167
REFLECTIONS 167
WAYS TO BE KINDER TO MYSELF… 169
WHAT I (CAN LEARN TO) LIKE ABOUT MYSELF IS… 169
I AM GRATEFUL FOR… 170
I AM DECIDING… 170
DAILY COURSE JOURNAL 171
BLANK PAGES 176

CHAPTER 1

INTRODUCTION

"The two most important mind-shifts are to realise that everything is about energy, and that presentations work better when they are conversations."

How to get the most from this course

1. *Expect to be uncomfortable as you expand your comfort zone and learn new skills. Let me know if you start feeling overwhelmed.*
2. *Be wary of "I know this already"; it robs you of the opportunity to learn something new.*
3. *As in LEGO blocks, build your presentation skills on a solid foundation. Follow the techniques in this workbook for the duration of the course – you'll have plenty of time afterwards to refine your own personal style.*
4. *This is a place to learn, experiment, get it 'wrong' and totally suck. Have compassion for yourself and others.*
5. *Participate fully and volunteer at every opportunity, because that's how you'll learn the most.*
6. *Practise, practise and practise the right things until you become competent.*

   I cannot play the piano (one of my dreams) because I'm not willing to put in the work. It's that simple.
7. *Ask your questions. The more ways in which I explain these techniques, the more everyone will be able to assimilate and implement them.*
8. *You can apply most of the techniques to all presentations (corporate, networking events, small team meetings, large audiences, job interviews). If you're not sure how, ask.*
9. *Be on time; it impacts everyone else when you're not.*
10. *Keep hydrated – drink lots of water.*
11. *Keep your camera on; it helps you to focus and makes it easier for the presenter when you they can see.*
12. *Take responsibility for your learning; ask for what you need.*

Why it's important for me to do great presentations

1. *I'd like to do great presentations because…*

2. *What would happen if I did great presentations, is…*

3. *What would not happen if I did great presentations, is…*

4. *What would happen if I didn't do great presentations, is…*

5. *What would not happen if I didn't do great presentations, is…*

6. *Opportunities that could open up for me by doing great presentations, are…*

7. *Missing out on those opportunities could cost me…*

8. *My intentions for this course are…*

9. *I am willing to contribute to my and others' learning experience by … (e.g. being on time, asking for help, actively participating etc.)*

Drawing Page

CHAPTER 2

9 KEYS TO GREAT PRESENTATIONS

"There's nothing more satisfying than when you go out of your comfort zone, and it works."

Kristin Wiig

(There is of course always the risk that it won't work. That's just the way it is.)

THE DIFFERENCE BETWEEN GREAT AND NOT-SO-GREAT PRESENTATIONS

You can identify what makes for great (and not-so-great) presentations by studying other presentations, and your own. Then it's simply a case of doing less of the things that don't work, and more of the things that do work.

WHAT MAKES FOR NOT-SO-GREAT PRESENTATIONS?

WHAT MAKES FOR GREAT PRESENTATIONS?

9 KEYS TO GREAT PRESENTATIONS

(1) SKILL

To deliver effective presentations you need to know how to present and be skilled in your subject matter, as much as possible.

As you become more adept at presenting and you get increasingly better results, your confidence grows. Now you can focus on your presentation and the participants rather than your words and your nerves.

(2) PASSION

Passion is infectious and raises the energy in the (virtual) room.

(3) LIGHTNESS & FUN

Despite the fact that fun uplifts and raises energy and enhances learning, most corporate presentations have a fun-factor of zero.

The more fun participants have, the higher their energy and the more actively they engage and participate, which makes for more effective learning.

People remember fun events.

(4) ENGAGEMENT

To turn a boring presentation into a great one, turn your audience from passive listeners into active participants and let them contribute to the conversation.

Start thinking of 'the' presentation rather than 'your' presentation, and then turn your presentation into a conversation.

(5) AUTHENTICITY

Avoid pretending to be who you are not. If you don't know something, say so.

(6) ORIGINALITY

When you are original and different, you have an opportunity to be noticed for the right reasons. Just because everyone does things a certain way does not mean that it works.

The only question is, how creative can you allow yourself to be?

(7) RESPECT

Respect your audience.

- Be prepared.
- Start and end on time.
- Avoid reading your slides. *(You might as well send them the slides to read in their own time.)*
- Treat them with kindness, compassion, and patience. Avoid putting them on the spot, making fun of, embarrassing or humiliating them.
- Avoid making them wrong by responding with *"Yes, but…"*, *"I hear you but…"* or *"No, …"* when they respond to a question.
- Avoid subtly criticising them through comments like, *"Wow, you are a very quiet group!"* when they are not responsive. They're likely unresponsive because you have not engaged them from the start, so that's on you.

  If they're not asking questions, it's either because you've explained things well, because you've not engaged them from the start, or because they're in a quiet mood. So what?
- Avoid talking *at* them through a one-sided monologue. Not fun.
- Acknowledge their skill, experience and opinions; they will sense it if you think that you know or are better than them. Keep this in mind right from when you start preparing your preparation – how can you use the collective wisdom in the group to enhance the presentation?
- Finding out about them beforehand, or when you start. Who are they? What are their roles? What would they like to get out of the presentation? What do they already know?

(8) CONFIDENCE

Most great speakers did not start out being confident, or good. Most of them had to learn and practice.

The best way to build your confidence is to know what you're doing:

- Know how to structure and deliver your presentation, the venue, the technology you'll need, your topic and the participants
- Know how you will begin and end your presentation, your slides, and everything else in between.

The paradox here is that the more structure you have and the more confident you feel in that structure, the more you can let go and be spontaneous, in the moment, which makes for a more fun experience for you and them.

- Remember that a good facilitator facilitates what *is* happening, not what they think *should* be happening. Therefore, if you need to veer off script in response to the energy in the room, then that's what you do.
- Practise, practise and practise - the right techniques.
- Ask for feedback to grow. Understand that sometimes you will receive unskillful feedback; brace yourself.
- Watch recordings of your presentation to identify areas that you can grow in.
- Regularly use EFT Tapping (explained later) to overcome anxiety and low self-esteem and become more confident in your presentations, and in life in general.

Arrogance is as unattractive as playing small - find the balance.

(9) MANAGING THE ENERGY AND EMOTIONAL STATES

In the end it's all about the energy of your presentation.

Everything you do or don't do affects the participants' emotional states and either adds to or detracts from the energy in the room.

Helping the participants to keep up their energy helps them to stay engaged and focused, which helps them to learn better – and makes it easier and more fun for you. Their energy affects yours as yours affects theirs.

NOTES

Which of these aspects do you already find easy / do well /are a natural at?

Which of these have you not been paying attention to, or might you find hard to incorporate?

Pick two that you'd like to focus on for this course.

CHAPTER 3

YOUR LIMBIC BRAIN, FIRMLY IN CONTROL

"Your behaviour is not even remotely as conscious as you think."

YOUR LIMBIC (EMOTIONAL) BRAIN

1. NEVER IN THE HISTORY OF CALMING DOWN HAS ANYONE EVER CALMED DOWN BY BEING TOLD TO CALM DOWN

Being told to *"just get over it" or 'stop worrying'* during times of upset rarely helps.

Behind all of this is your limbic brain. This part of your brain, also called the emotional brain, is firmly in charge of your emotional states and does not respond to logic or language like the thinking part of your brain does. *[That's why you've not been able to overcome some of your deep-seated fears or phobias through reason or willpower, and why they keep holding you back.]*

Think of your emotional brain as an elephant and the thinking part of your brain as the rider. While the elephant complies with the instructions from the rider all is well, however, if the elephant decides to do its own thing the rider does not stand a chance. No amount of yelling, pulling, pushing or cajoling will make the least bit of difference.

2. THE AMYGDALA

The *amygdala* is part of the limbic brain and performs a critical role in regulating the nervous system.

It is responsible for your emotions and survival instinct and continuously scans your environment and compares current events with your previous life experiences.

If something that is happening or about to happen looks even remotely like a previous experience where you felt rejected, humiliated, scared, etc., the amygdala goes on red alert to prevent you from having a similarly painful experience. To do that, it primes your (sympathetic or parasympathetic) nervous system in one of three ways.

3. FIGHT, FLIGHT OR FREEZE

FIGHT

Getting irritated, angry, aggressive or defensive; gnashing your teeth, raising your voice, clenching your fists, attacking someone or something physically, emotionally or verbally; getting red in the face, feeling like you want to explode.

FLIGHT

Wanting to avoid / get away from the experience by any means possible, like physically leaving the room.

FREEZE

Going numb, tuning out, freezing like a deer in a headlight, not being able to move, being confused and/or forgetting what you wanted to say, feeling the blood drain from your face.

4. NO CONSCIOUS CONTROL

Within nanoseconds of deciding whether to induce a state of fight, flight or freeze the amygdala causes your body to flood with chemicals to induce the corresponding state. Once that happens there is usually very little (if anything) that you can do about it in the moment – except to tap.

5. IT'S ALL BASED ON PERCEPTION

All this happens purely on the amygdala's *perception* of reality, rather than reality itself.

That is, if the amygdala *perceives* that speaking in front of people might lead to humiliation (like it did sometime in the past), it will create one of the states listed above even if you're only talking to your team that you feel safe with.

6. A SELF-FULFILLING PROPHESY

As explained, when you are anxious about presenting your nervous system goes into fight, flight or freeze mode even before you present. Blood drains from your brain which reduces your conscious brain capacity, and you are then more inclined to freeze up, get confused, lose your train of thought, forget what you wanted to say or make clumsy mistakes.

This in itself creates more anxiety, which only exacerbates things.

It is self-evident that going into a presentation with this level of angst, things are unlikely to turn out well. In fact, more often than not the outcome is exactly as you expected, which leads to frustration, embarrassment or even shame.

It is then only to be expected that when a next presentation comes along, you are nervous again – and the same cycle repeats itself.

7. YOU CAN CHANGE

Energy Psychology (taught in this course) is one of the most effective ways to neutralise the amygdala and calm down the nervous system.

CHAPTER 4

INCREASING YOUR CONFIDENCE

"Your confidence is affected by what happened to you in the past.

Even though you cannot undo those events, you can neutralise the emotional impact of what happened."

INCREASING YOUR CONFIDENCE

WILLPOWER IS AN EXHAUSTIBLE RESOURCE

Even though you can achieve extraordinary results through willpower, it is an exhaustible resource; you can only keep your foot on the pedal for so long before you run out of steam.

THE SCIENCE BEHIND ENERGY PSYCHOLOGY

Clinical trials have shown that Emotional Freedom Techniques (EFT) Tapping helps to de-stress and de-traumatise your nervous system.

An hour of tapping reduced cortisol (stress hormone) levels by 46%.

It is particularly effective to release phobias, often requiring only a few sessions to overcome the fear of speaking in front of people, flying, spiders etc. It is simple to use, can be self-administered, and usually eliminates phobias for good when applied skilfully.

It was also found to be more effective and long lasting that the commonly used CBT (cognitive behavioural therapy).

HOW TO APPROACH TAPPING

- Acknowledge how you are really feeling (as opposed to pretending that you are confident when you are not.)
- Consider the different angles, or aspects, of the issue.

  When it comes to the fear of speaking in front of people there are usually different aspects like the fear of forgetting your words, not being able to answer a tough question, freezing up, blushing, sweating etc. Each of these might need to be addressed individually to completely clear the phobia.
- Use your fingers to stimulate specific acupressure points on your body.

See Dr Peta Stapleton's research (https://petastapleton.com/)

THE TAPPING POINTS

- Side of the hand.
- Top of the head.
- Top of the eyebrow, where it meets the nose.
- Side of the eye.
- Under the eye.
- Under the nose.
- Under the bottom lip (above the chin).
- Collarbone.
- Under the arm, about a hand width down from your armpit.
- Firmly squeeze all the fingers, both sides of the nail.

HOW TO TAP

1. *Rate your feeling (e.g. fear of public speaking) on a scale of 1 – 10, with 10 being the most intense.*
2. *Gently tap on the side of the hand and say "Even though I feel [anxious | scared | panicky], I accept myself and how I feel," three times.*
3. *Starting on the top of the head, gently tap on each of the tapping points (on both sides of the body when you can) a few times and repeat how you feel, e.g. "I feel [anxious | scared | panicky"] on each point.*
4. *After a round of tapping through all the points, rate your feeling again. Do more tapping rounds until the intensity of the feeling drops to a zero or one.*

COMMON FEARS (ASPECTS) OF PUBLIC SPEAKING

- Freezing up or going blank.
- Forgetting your words.
- Being judged as [not good | smart | fill the blank] enough.
- Being ‘found out’ that you don’t know what you are talking about.
- Looking stupid.
- Being made fun of or laughed at.
- Being humiliated.
- Blushing, stuttering, etc.
- Not being able to answer a question.
- Running out of time.

Mark the ones that resonate, and add more here:

- _____
- _____
- _____
- _____
- _____
- _____

REGAIN YOUR CONFIDENCE

- Write as quickly as you can. If you get stuck, write anything, even if it makes no sense.
- *Ignore the coloured "Intensity" columns for now; only complete the answers to the questions in the first (text) column.*
- Even if you have no fear of speaking in front of people, go through the exercise anyway.

1. My biggest fear about speaking in front of people is… (something that did happen to you already, or something that might happen.)		Intensity (0 – 10)					
		Now	Round 1	Round 2	Round 3	Round 4	Round 5
1							
2							
3							
2. And that reminds me of (who, what, where or when)…		**Intensity (0 – 10)**					
		Now	Round 1	Round 2	Round 3	Round 4	Round 5
1							
2							
3							

3. My biggest limiting beliefs about myself as a presenter are: • *"I'm not good enough | don't know enough."* • *"I'm not eloquent / young / old / qualified / [fill in the blank] enough."* • *"My English isn't good enough."* • *"People won't listen to me / take me seriously."* • *"I'm going to get judged / hurt / ridiculed / rejected."*		Intensity (0 – 10)					
		Now	Round 1	Round 2	Round 3	Round 4	Round 5
1							
2							
3							

4. What I find the hardest about speaking in front of people is…		Intensity (0 – 10)					
		Now	Round 1	Round 2	Round 3	Round 4	Round 5
1							
2							
3							

5. What's risky / scary about being a great presenter is…		0 – 10 Intensity					
		Now	Round 1	Round 2	Round 3	Round 4	Round 5
1							
2							
3							

When you are complete:

- Complete the darker blue 'Now' column with the level of intensity that you experience with each aspect, where 10 = the most intense.
- Mark the three aspects with the highest rating.
- Reflect / journal on the next page.

SELF REFLECTION