

Rarely Make Presentations? It's No Excuse!

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Don't think because you rarely make formal presentations, your boss or your peers will forgive you for doing a poor or mediocre job. They won't! Their expectation is that if you asked them to listen, you will make it worthwhile. Their time is too valuable to be bored or to try to make sense out of something that seems disjointed. Although you may think it is impossible to master the art of presenting due to limited opportunities, here are some simple suggestions that will help you succeed:

1. **Sign up.** Take a class in presenting, whether through **IMPACT Communications**, a University or another organization so that you know what the essentials are and can view yourself on video tape. There is also **Toastmasters**. This is a non-profit organization dedicated to helping those that are uncomfortable increase their confidence. Often **Toastmasters** meetings are held at your own company or in a nearby location before or after hours or even over lunch.
2. **Observe.** Pay attention to those people in your own corporation that are good speakers. Watch what they do to gain and hold attention of their audience. Notice the flow of their presentations- the opening and close. Notice how much information they cover.
3. **View.** Look at **Ted Talks** on the Web. Often, these are given by technical presenters, presenters who are quite compelling. Your own company may also produce podcasts explaining their product lines. These are well written and delivered by internal people. The beauty of internal podcasts or videos is that they are about your own products or services.
4. **Read.** There are literally hundreds of books on creating and delivering a strong presentation. They are written by experts who are eager to share tips, tricks and ideas for making you successful.

5. **Speak up.** You attend meetings on a daily basis. Voice your opinion. Don't sit on your hands. Let the boss hear your ideas, whether it's on a problem or an idea. You need to be noticed if you ever want to head a project or move up in an organization. Undoubtedly, you have heard the saying, "The squeaky wheel gets heard." Ensure that your idea gets noticed by speaking up.

6. **Volunteer.** Every company or organization has professional networking groups. There are also opportunities at your children's school or church. Sign up. Volunteer to introduce a speaker or to be on a committee. Not only will it increase your comfort level in front of a group, but also you will develop leadership skills.

There is no excuse for doing a poor job of presenting, even if you rarely make formal presentations. There are a myriad of ways to increase your abilities and comfort level. Just remember, the stronger your communication skills, the more likely you are to rise in an organization. Getting better should not be an option but a mandate.

***Question:** What other suggestions do you have when you rarely make formal presentations? We're interested in your reaction to this article. Click here – to comment on this article, share your concerns or ask questions. Judy will respond to all questions.*

Impact Communications, Inc. consults with individuals and businesses to improve their presentation and telephone communication skills. It is not what you know but how you communicate it that makes a difference. When you have to have impact, phone (847) 438-4480 or visit our web site, www.ImpactCommunicationsInc.com.