

# Advanced Level Tips in Business Presentation



## **Be yourself**

Your most useful presentation skills are the skills you already have. Use any personal gestures or vocal inflections to your advantage. It's very hard to change the way you express yourself. Similarly, do not try to be anyone else or copy another presenter's style.

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A certain amount of nervousness is vital for a good presentation. You need the extra energy to communicate: What you feel when you stand up in front of people is the urge to either run away or fight.

## **Breathe**

Extra adrenaline, however, can result in shallow upper chest breathing and tension. Taking a slow, deep breath, breathing fully out and then in again, will relax you.

## **Get something else to do**

It may seem an odd idea, but our bodies seem to feel better when they have some sort of displacement activity to occupy them. It's the reason people hold pens and fiddle with things. A limited amount of this sort of activity will not be too obtrusive and can make you feel a lot more secure.

Advanced Level

## Tips in Business Presentation

### Go slow

The breathing tip above will help you to slow down your presentation. Go more slowly than you think necessary to avoid gabbling. It's a fact that when adrenaline is flowing your sense of time is distorted and what seems OK to you may look like fast forward to your audience.

## Working your audience

### Presentation as Conversation

Make your presentation a conversation with your audience. They may not

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Give an expressive presentation and an enthusiastic presentation and your audience will respond, which is what you want. Use your excitement, pace yourself to give an exciting presentation, use something you know you feel strongly about to build up to an important point.

### Get some perspective

The odds are that someone in the audience will not like your presentation, or may disagree with you. There will probably be someone else out there for whom you can do no wrong. As a rule of thumb, the majority of most audiences want to like you and what you have to say - they want you to be good. They didn't come hoping to be bored or irritated by your presentation.