

Presentation Training Styles—Which One Works Best?

By Paul LeRoux

Warning—delivering a persuasive presentation has nothing to do with studying famous speeches or learning the organizational structure of a presentation or weaving your content into storytelling or pumping your attitude.

Don't be fooled by those who emphasize the above.

Presenting is a physical skill, like tennis or golf. In tennis, for example, one must learn to step into the ball, the movements to execute a powerful serve, a strong backhand, etc.

First and foremost, you must learn all the *physical techniques* that allow a convincing presentation to unfold: extended eye contact, (not scanning), voice pace (inserting pauses), voice projection (exuding enthusiasm), stance, (not moving) and specific gestures (an excellent way to burn off nervousness.)

Also, don't accept virtual training for presentations. A ***physical activity*** has many, many variables. Therefore, a trainee needs a coach behind him/her to say, "No, stop. Step INTO the ball, like this..."

Correctly executing physical skills frequently means breaking bad habits and mastering new ones. Stop scanning. Stop shifting the feet or moving around. Stop standing motionless with no gestures or only cocktail gestures. Stop talking so fast. Stop talking so softly, etc.

Nervousness seriously diminishes your message. Correct delivery skills ***channel*** that negative energy in positive directions—extended eye contact, gestures, voice projection, pauses and stance.

Learn the physical skills. Then enhance them to a flawless, smooth delivery. ***They are the foundation of every presentation*** regardless of the audience number. Obviously, your presentation content changes. However, once mastered, persuasive delivery skills never change, no matter what the content or group size.

➔To become more persuasive and confident, please contact me at leroux@twainassociates.com

Testimonial

"Paul also had great insights into my presentation delivery, from what to emphasize verbally to the body language used. His insights and feedback were critical to both the pitch materials and my presentation itself." CEO of a fast-growing Chicago medical startup

Favorite Quote

"There's a geometric progression in ability: you need to be only 10% better at what you do than most people in order to go 100% further." Sydney J Harris, syndicated columnist