



## 5 Tips to Remember Before Your Presentation

1. Take 5 minutes to do a DNA analysis of your listeners.  
Not knowing enough about our listeners is one of the top 3 mistakes we make. What are their Demographics, Needs and interests, and Attitudes about your topic and you? What do they want to know about you, your business and your organization? What might be their greatest resistance to what you'll be saying?
2. Use Focus Statements (Position, Action, Benefits) to open and close your presentations  
This cuts through the other two biggest mistakes we make as content developers (too much information and not setting context well).
3. Practice and Rehearse  
Video and/or audio record yourself with your phone and play it back. Do a run through with someone and solicit feedback.
4. Keep It Simple  
Breathe, slow down, and keep your message simple. It is better to deliver less information that people can actually follow and understand than to try to put as much content as possible into a shorter time frame.
5. Review your Behavior Skills  
I know some of you have presentations every week, but you can re-start the awareness today. If you have more time to prepare choose one skill to practice for the next 3-6 weeks. Don't forget a smile is one of the skills!

Don't hesitate to reach out to me if you have any questions or if there is anything I can do for you. Good luck!