



# Presenting with Confidence

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**wra** Western  
Resource  
Advocates®

**HOW DO I THINK I LOOK LIKE  
WHEN GIVING A PRESENTATION**



VIA 9GAG.COM

**HOW I ACTUALLY LOOK**



**So you have a  
big presentation  
coming up?**



# Public Speaking

*"All the great speakers were bad speakers at first."*

*-Ralph Waldo Emerson*

**Tips & Tricks**

**Presentation**

**Social Anxiety**

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# Tips & Tricks



Know your audience



Be prepared



Be confident



Speak clearly and slowly



Ask questions



Answer questions



End with call to action





# Tips & Tricks

*What about when testifying?*

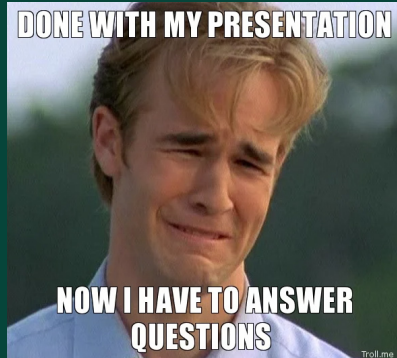
**Do your research**

**Be prepared to answer questions**

**Get to the point**

**Use visuals**

**Be respectful**



# Tips & Tricks

*Don't forget about body language!*



Stand up straight

Use facial expressions

Keep eye contact steady

Avoid swaying

Gesture naturally





# Tips & Tricks

*Build a connection with the audience.*

- **Make a personal connection**

- **Be the right you**

- **Share a story**

- **Use humor**

- **Avoid exclusionary phrases**

# Presentation



Keep slides simple

Use visuals to support points

Chill on the animations

Don't chase the rainbow

Don't be too little or too much



# Presentation

## Example

### How to make a Good First Impression



Making a first good impression can be vital when looking for a new job. Whether we like it or not, people do judge a book by their cover. The first few seconds with someone can be critical to your career.

- Be on time. The person you are just meeting is probably not interested in your excuses, even if it is the first time you are late in your whole life. All they are going to know is that you are not keeping up with a previous agreement. The image you are leaving behind is of someone that is not reliable. Make an extra effort and make sure to arrive on time. Too early is always better than too late.
- Be prepared. Before going to your interview you should have done your research about the company, the position you're applying for, and so on. Think about what kind of questions you could be asked, and how you would answer them. In one word, practice!
- Take care of your clothes and your overall grooming. It has been said that 55% can be determined by the person's appearance. So be careful when choosing how to present yourself in an interview. Dress to impress, maintaining in mind the job you are applying to, and when in doubt, choose the most conservative choice.
- Take into consideration non-verbal communication. You might be feeling nervous, but studies have shown that people who present themselves in a more friendly, confident manner usually have better results. Something as simple as a smile can make a difference.

Please don't do this.



Yes, please.

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# Presentation

## Example

### What is Inbound Marketing?

- Client based marketing strategy
  - Focused on pain/gains
  - Builds trust
- 1. Attract the right public  
Blog posts, social media content, Ads
- 2. Engage potential customers  
Email marketing, conversational bots.
- 3. Delight your clients  
Smart content, marketing automation.

<https://www.hubspot.com/inbound-marketing>

Yawn.



### What is Inbound Marketing?

- Client based marketing strategy
- Focused on pain/gains
- Builds trust

1. ATTRACT THE RIGHT PUBLIC  
*Blog posts, social media content, Ads*
2. ENGAGE POTENTIAL CUSTOMERS  
*Email marketing, conversational bots.*
3. DELIGHT YOUR CLIENTS  
*Smart content, marketing automation.*

<https://www.hubspot.com/inbound-marketing>

Yawza!

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# Presentation

*Pop quiz!*

## 5 Great Productivity Apps



ToDoist

Ultimate "to-do" list app



Slack

communication app for collaboration



Toggl

Time tracker app



Evernote

Organizing and IdeThoughtsas



Trello

Kanban Project Management App





# Presentation

*Pop quiz!*

## 5 Great Productivity Apps



ToDoist

Ultimate "to-do" list app



Slack

communication app for collaboration



Toggl

Time tracker app



Evernote

Organizing and IdeThoughtsas



Trello

Kanban Project Management App

Color explosion

Terrible contrast

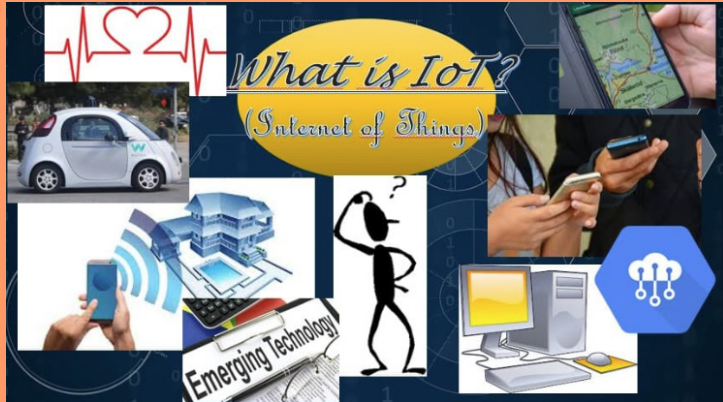
Hurts the eyes

Hard to read

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# Presentation

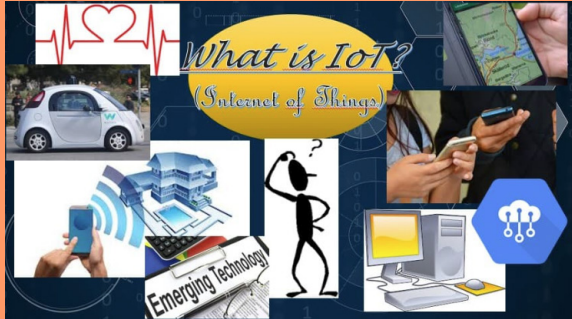
*Pop quiz!*



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# Presentation

*Pop quiz!*



**Awful font**

**Cluttered**

**Clipart!**

**What is this even about?**

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# Presentation

*Take note!*

- ✓ Practice reading from notes
- ✓ Use bullet points
- ✓ Don't stare at notes
- ✓ Go off script
- ✓ Get lost and found



# Presentation

*Practice makes perfect (or pretty damn close!).*

**Practice in front of a mirror**

**Phone a friend**

**Record yourself**





# **Social Anxiety**

**Talk to someone you trust**

**Practice relaxation techniques**

**Visualize yourself giving speech**

**Start small**



# Social Anxiety

*Slow down and breathe.*

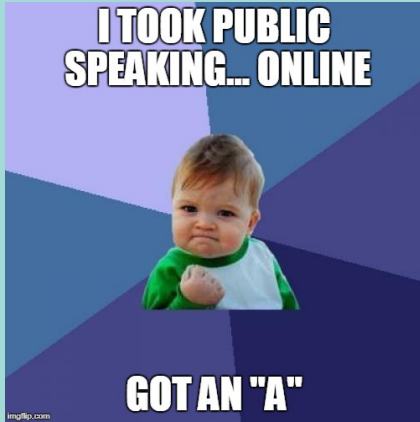
Take deep breaths

Focus on message

Take a break







# Final Thoughts

Be yourself

Be passionate

Be respectful

Have fun!



**If You Can Speak, You Can Influence.**  
**If You Can Influence You Can Change Lives**

-Robert Brown

