

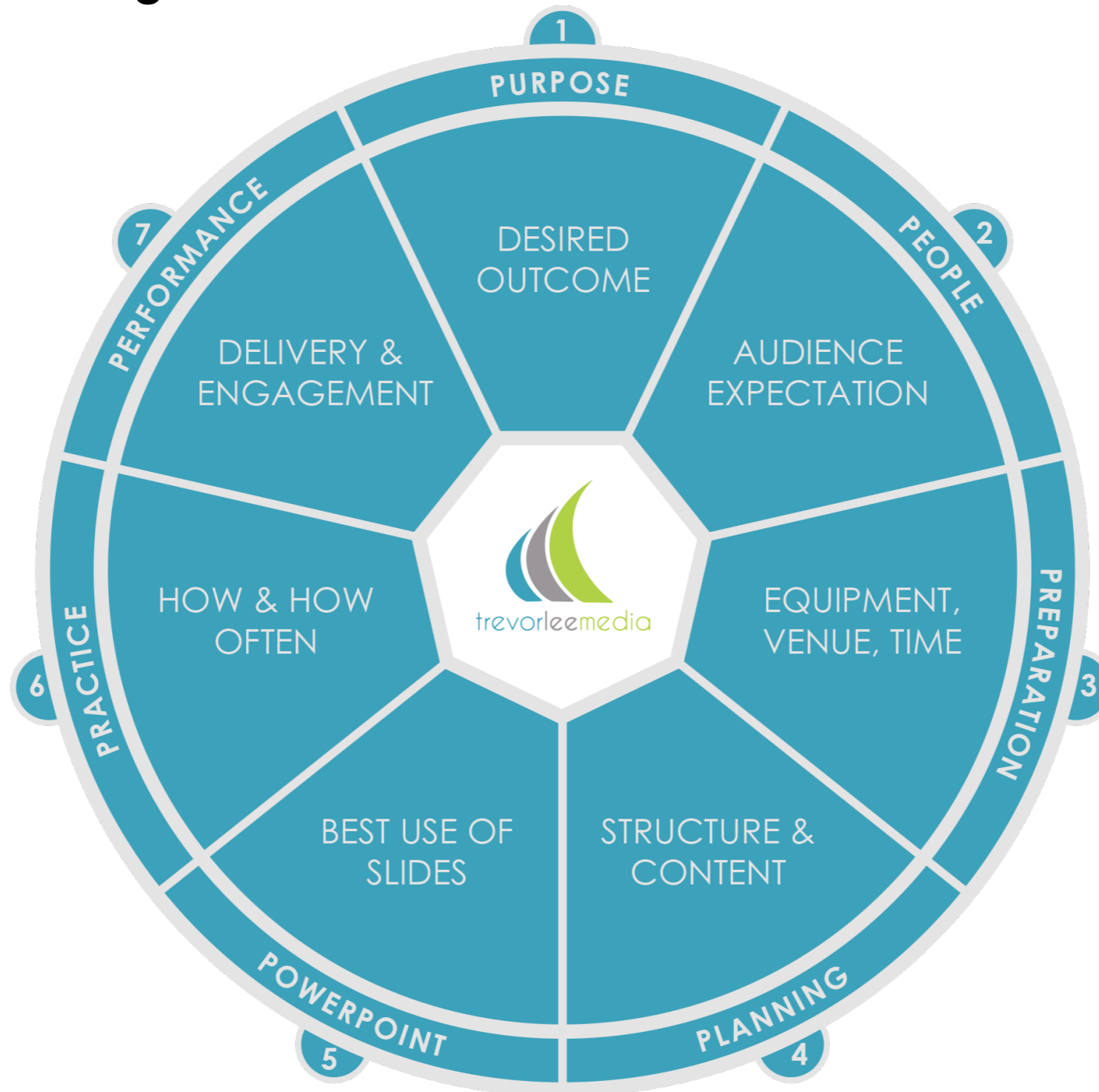
# Deliver Better Virtual Presentations

Notes from the Trevor Lee Masterclass



# 01 | Deliver Better Virtual Presentations

## The 7P's of Presenting Circle



### **Presentations are a Golden Opportunity when you are involved in:**

- Meetings
- Pitches
- Briefings
- Demos
- Events
- Networking

### **Your chance to use your presentation and your presentation skills to:**

- Inspire / Motivate colleagues and team members
- Demo your product and / or service
- Win orders from existing and new customers
- Raise your profile as an individual and/or as an organisation
- Deliver impactful virtual training and coaching
- Attract investment
- Share your expertise
- Be in demand as an event speaker
- Deliver a memorable 'Elevator Pitch'

## **03 | Deliver Better Virtual Presentations**

### **Your Presentation Goals:**

**Engage your audience from the very beginning and keep them engaged throughout**

**Educate your audience by sharing ideas, information, data etc...that they are unlikely to be aware of**

**Enthuse your audience - have them wanting to take action, do something, talk further to you etc....**

**Entertain - no need for fire eating or juggling but aim to deliver a presentation your audience enjoy and will find memorable**



## **P1 : Your Purpose**

What is the purpose of your presentation ?

Why are you presenting?

What do you want the outcome to be?

And what do you want your audience to do next?

Build your presentation around your purpose

## **P2 : People - Your Audience**

People buy from people

So a good presenter needs good people skills

Make sure you put your audience first and you second throughout your presentation

Find out as much about the people you are presenting to as you can

And put yourself in their shoes – what are they expecting from your presentation?

## **P3 : Preparation - Equipment / Kit you are to use**

Make sure you are ready for your presentation and you have got all the various bits of kit you need and you understand how they work:

WebCam – check whichever device you are presenting from is using your WebCam and not the built in camera

Microphone – don't rely on built-in microphones ideally use a plug-in USB one

Lighting – make sure you can be seen and avoid presenting with with an uncovered window behind you because that can turn you into a silhouette

Virtual background – your choice - if you do use one make sure it's in keeping with the nature of your presentation and your audience

To help you stay energised during your presentation consider delivering it standing up or as a halfway house between standing up and your normal office chair use something like a guitar stool

If you have a second monitor then it's always very useful for having things open that you want to share during the presentation

Check how much time you have for your presentation and if others are presenting where it fits in

Remember you don't have to use all of your allocated time - better to under run than overrun!

## P4 : Planning - Structure, Content, Flow

Presentations have three parts to their structure:

The big start which you will probably want to devote no more than 15% of your time to

The core messages which will probably take up around about two thirds of your presentation

Your rousing finish or summary – again around about 15% of your presentation

You could start with a poll, or maybe tell a short story or anecdote but avoid rambling at the beginning

Remember to tell the audience what you are going to share with them – the tell them what's coming up bit

I never think putting an agenda like slide up is a good idea as you need your start to engage your audience

Regardless of how much time you have focus on delivering 3 key messages as a maximum that you want your audience to take away

If your presentation contains lots of different messages it will be difficult for your audience to know which ones are the ones that they really need to focus on and benefit from

Be ready to be a ruthless editor

Aim to make your presentation compelling and irresistible, one that flows

For your rousing finish/call to action remind your audience of the 3 core messages you have delivered and then essentially tell them what you want them to do next which could include:

Booking a meeting with you

Placing an order

Confirming a process



## **P5 : PowerPoint**

You need to avoid inflicting 'Death by PowerPoint' on your audience

To do that keep as many words off your slides as you can

Start with one word and work from there

Less is more and avoid jargon, sentences and clutter including using on every slide some sort of marketing template

Relevant strong images can be hugely powerful during your presentation

## **P6 : Practice**

Take practice seriously

Practice will help you get the content, the flow and the timing right

During the practice of your presentation keep in mind your purpose and anything you've included that doesn't help you achieve your purpose edit out

Two or three run throughs should be sufficient – you are not looking to be word perfect

Aim to deliver your presentation in practice in 80 to 85% of your allocated time

## **P7 : Performance – delivering your presentation**

Remember your presentation needs to engage, educate, enthuse and to a degree entertain your audience

Aim to be the best of you during your presentation – bring your ‘A game’ to the delivery

Put some passion into your delivery because that will help you enjoy delivering the presentation and will help your audience warm to you and enjoy being your audience

Arrive early and check your setup

Warm up so you are energised and ready to deliver your presentation and have a glass of water to hand

Meet and greet early arrivals

Check that they can see and hear you and if it's a small meeting ask everyone to switch on their camera

You have to run the meeting and keep your audience engaged

Depending on how much time you have you can do that through polls, encouraging use of the Q&A and chat facilities and using screen share for slides, maybe some data, maybe a website link page

If there is a Q&A outside of the presentation then plan to hold it before you do your final summing up and have ready a couple of rhetorical questions in case during the Q&A no one asks you any questions

Aim to keep the whole thing flowing by maintaining the momentum of the presentation, bring spontaneous humour into it where you can and use your voice to keep your audience engaged

Don't forget to include a showstopper if you have one

And do keep an eye on the time because you don't want overrun your slot

Finally enjoy delivering your presentation and your audience will enjoy receiving it

## 09 | Deliver Better Virtual Presentations

### **Need help with a key presentation or sales pitch?**

**An online Zoom call with me could make all the difference to your presentation or sales pitch**

**In that 45 minute call we will:**

**Confirm the outcome you are seeking**

**Check if you've got the right focus on your audience**

**Ensure the structure and flow runs smoothly**

**Potentially Challenge how you are using slides - are you using too many words?**

**How's the call to action message sounding? - not just at the end but throughout**

**I can help boost your confidence and help ensure you run on time**

**First up though lets a book a 'get to know' you Zoom call - 15 minutes or so for free so you can explain what you're looking for and help you decide if I'm the right person to work with you.**

**Here's the link to book that Zoom call: <https://calendly.com/trevor-lee/15min>**