

Giving a Presentation

FOR
DUMMIES®

**in a
day**

**Marty Brounstein
Malcolm Kushner**

***Giving a
Presentation
In A Day***
FOR
DUMMIES®

**by Marty Brounstein and
Malcolm Kushner**



WILEY

John Wiley & Sons, Inc.

Giving a Presentation In A Day For Dummies®

Published by
John Wiley & Sons, Inc.
111 River St.
Hoboken, NJ 07030-5774
www.wiley.com

Copyright © 2013 by John Wiley & Sons, Inc., Hoboken, New Jersey

Published simultaneously in Canada

No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning or otherwise, except as permitted under Sections 107 or 108 of the 1976 United States Copyright Act, without the prior written permission of the Publisher. Requests to the Publisher for permission should be addressed to the Permissions Department, John Wiley & Sons, Inc., 111 River Street, Hoboken, NJ 07030, (201) 748-6011, fax (201) 748-6008, or online at <http://www.wiley.com/go/permissions>.

Trademarks: Wiley, the Wiley logo, For Dummies, the Dummies Man logo, A Reference for the Rest of Us!, The Dummies Way, Dummies Daily, The Fun and Easy Way, Dummies.com, Making Everything Easier, and related trade dress are trademarks or registered trademarks of John Wiley & Sons, Inc., and/or its affiliates in the United States and other countries, and may not be used without written permission. All other trademarks are the property of their respective owners. John Wiley & Sons, Inc., is not associated with any product or vendor mentioned in this book.

LIMIT OF LIABILITY/DISCLAIMER OF WARRANTY: THE PUBLISHER AND THE AUTHOR MAKE NO REPRESENTATIONS OR WARRANTIES WITH RESPECT TO THE ACCURACY OR COMPLETENESS OF THE CONTENTS OF THIS WORK AND SPECIFICALLY DISCLAIM ALL WARRANTIES, INCLUDING WITHOUT LIMITATION WARRANTIES OF FITNESS FOR A PARTICULAR PURPOSE. NO WARRANTY MAY BE CREATED OR EXTENDED BY SALES OR PROMOTIONAL MATERIALS. THE ADVICE AND STRATEGIES CONTAINED HEREIN MAY NOT BE SUITABLE FOR EVERY SITUATION. THIS WORK IS SOLD WITH THE UNDERSTANDING THAT THE PUBLISHER IS NOT ENGAGED IN RENDERING LEGAL, ACCOUNTING, OR OTHER PROFESSIONAL SERVICES. IF PROFESSIONAL ASSISTANCE IS REQUIRED, THE SERVICES OF A COMPETENT PROFESSIONAL PERSON SHOULD BE SOUGHT. NEITHER THE PUBLISHER NOR THE AUTHOR SHALL BE LIABLE FOR DAMAGES ARISING HEREFROM. THE FACT THAT AN ORGANIZATION OR WEBSITE IS REFERRED TO IN THIS WORK AS A CITATION AND/OR A POTENTIAL SOURCE OF FURTHER INFORMATION DOES NOT MEAN THAT THE AUTHOR OR THE PUBLISHER ENDORSES THE INFORMATION THE ORGANIZATION OR WEBSITE MAY PROVIDE OR RECOMMENDATIONS IT MAY MAKE. FURTHER, READERS SHOULD BE AWARE THAT INTERNET WEBSITES LISTED IN THIS WORK MAY HAVE CHANGED OR DISAPPEARED BETWEEN WHEN THIS WORK WAS WRITTEN AND WHEN IT IS READ.

For general information on our other products and services, please contact our Customer Care Department within the U.S. at 877-762-2974, outside the U.S. at 317-572-3993, or fax 317-572-4002.

For technical support, please visit www.wiley.com/techsupport.

Wiley publishes in a variety of print and electronic formats and by print-on-demand. Some material included with standard print versions of this book may not be included in e-books or in print-on-demand. If this book refers to media such as a CD or DVD that is not included in the version you purchased, you may download this material at <http://booksupport.wiley.com>. For more information about Wiley products, visit www.wiley.com.

ISBN 978-1-118-49108-9 (ebk); ISBN 978-1-118-49107-2 (ebk); ISBN 978-1-118-49110-2 (ebk)

Manufactured in the United States of America

10 9 8 7 6 5 4 3 2 1



WILEY

Table of Contents

Introduction 1

What You Can Do In A Day	1
Foolish Assumptions	2
Icons Used in This Book.....	2

Chapter 1: Preparing to Deliver a Great Presentation . . . 3

Hitting the Essentials of Effective Presentations	4
What makes a presentation	4
What breaks a presentation	6
Preparing the Presentation.....	8
Timing for Maximum Impact	10
Making your presentation time out just right	10
Filling time or trimming back	11

Chapter 2: Overcoming Stage Fright 13

Changing Your Perceptions	14
Realizing how your audience really feels	14
Visualizing success like a pro	15
Talking yourself into a great speech	16
Transforming Terrified to Terrific	17
Discovering stress-busting exercises	17
Discovering the real secret: Don't look nervous	18
Preventing and Handling Stage Fright	19
Writing out your intro and conclusion	19
Practicing makes perfect — and confident	20
Anticipating problems and preparing solutions.....	21
Arriving early.....	21
Double-checking your visuals and equipment.....	22
Watching what you drink.....	22
Dividing and conquering.....	22
Using your nervousness	22
Having water handy.....	23
Keeping your breathing even	23
Avoiding Popular “Cures” That Don't Fight Fright	23
Imagining the audience naked	24
Taking booze and pills	24

Chapter 3: Using Body Language to Enhance Your Message25

Understanding Body Language	25
Sending a message with facial expressions.....	26
Punctuating your speech with posture.....	27
Giving the right message with gestures.....	28
Making Eye Contact Count.....	30
Mastering Physical Positioning and Movement.....	31
Managing entrances and exits.....	31
Moving around	33
Getting into the power position.....	34
Working from a podium.....	34
Paralanguage: Engaging the Audience with Your Voice	36

Chapter 4: Handling the Audience39

Reading an Audience's Reaction.....	39
Checking the energy level.....	39
Noticing body language	40
Asking questions to gauge the audience	40
Making the Audience Comfortable	41
Handling a Tough Audience.....	43
Examining types of tough audiences.....	43
Haggling with hecklers	47
Dealing with other distractions	49
Handling a Nonresponsive Audience	50
Reviving interest in your presentation	50
Getting a volunteer from the audience	52

Chapter 5: Fielding Questions53

Discovering the Basics	53
Anticipating questions	53
Answering questions at the end	54
Avoiding letting a few people dominate	54
Letting the questioner ask a question, not give a speech	55
Listening to the question.....	55
Repeating the question	55
Guessing isn't the answer.....	56
Ending the Q&A strongly	56

Coming Up with a Perfect Answer	57
Treating the questioner properly	57
Designing your answer	59
Delivering your answer	60
Using Question-Handling Techniques	61
Reversing the question	61
Redirecting the question	61
Rephrasing the question.....	61
Exposing a hidden agenda.....	62
Putting the question in context	62
Building a bridge.....	63
Dealing with Common Types of Questions.....	63
Chapter 6: Where to Go from Here	65
Taking Your First Steps.....	65
Visiting dummies.com	66