

National Best Seller

SECRETS OF
P·O·W·E·R
PRESENTATIONS

Peter Urs Bender

Never before have presentation skills been so necessary to business success. As we move towards greater globalization the ability to increase market share will become more critical. Power Presentation skills are the secrets to success.

Peter Urs Bender is an international lecturer and a dynamic speaker. His messages are always informative, motivating and entertaining.

Effective communication is his speciality; he has trained top managers and sales executives in the high technology, manufacturing as well as service industries. At every level, a company's success depends upon the human relations skills of its people.

Mr. Bender is the author of "Secrets of Power Presentations", a Canadian best seller. His message, like his book, carries a wealth of information and his entertaining style makes him a popular keynote speaker for larger audiences. He has made countless appearances on national radio and television.

The press calls him the Business Presentation Guru and his philosophy on presentation techniques has been quoted by the Globe and Mail, Toronto Star, Vancouver Sun, Commercial News, Canadian Business Magazine and many other North American and European dailies.

His motto is, "If we do what we've always done, we'll get what we've always gotten!!!"

This workbook is designed to be used. It's content is to help you develop into a dynamic, powerful presenter.

In many instances, there is space and work areas open for you to insert your ideas. Use these opportunities to customize and personalize your presentation. This workbook will play a large part in helping you become an outstanding presenter.

You may also find it helpful to refer to this workbook several times before your presentation to refresh the information and ideas that you have created.

To derive maximum benefit from this seminar, take as many notes as possible.

Remember, spaced repetition will benefit you tremendously. The compliments and applause will confirm it.



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COURSE APPROACH

- **Holistic**
- **Entertaining**
- **Value Added**
- **Fully Documented**

“A human being always acts and feels and performs in accordance with what he imagines to be true about himself and his environment”.

**Dr. Maxwell Maltz
Psycho-Cybernetics**

Why are presentation skills so important today?

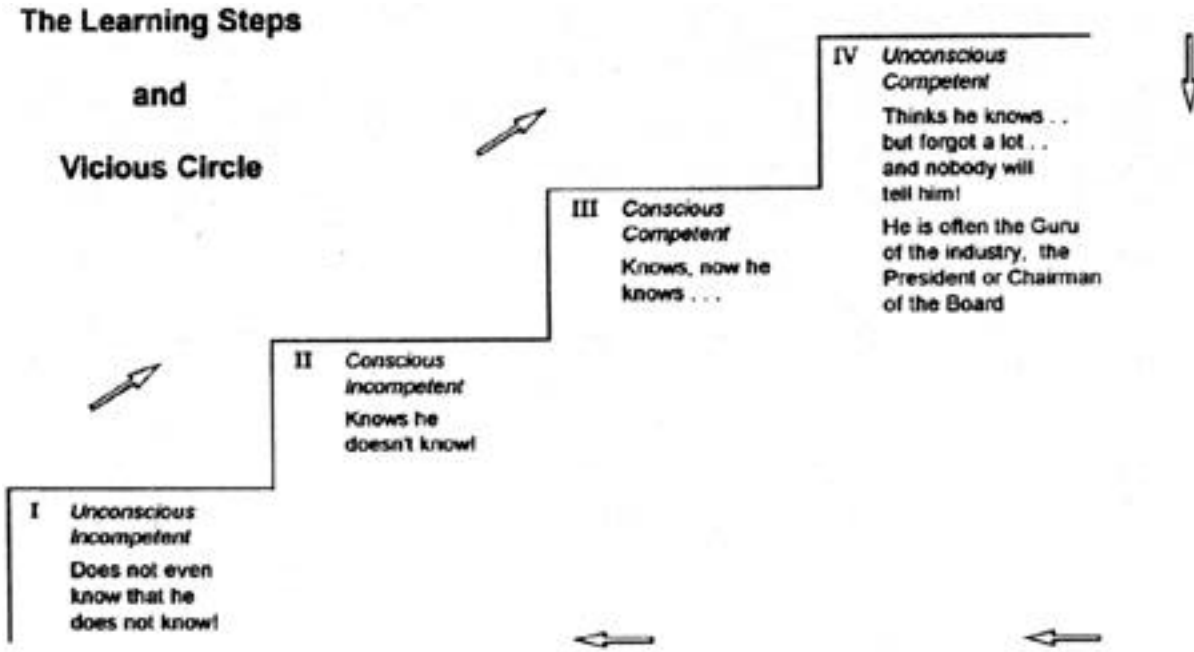
Changes:

And more changes to come:

Powerful, impressive and lasting presentations
Start from within:



***"I hear – I forget
I see – I remember
I do – I understand"***
Confucius



When you're green, you grow . . . When you're ripe, you rot!!!

After years of teaching public speaking skills to people from all walks of life, I have found that everyone looks more confident than they feel. Ninety-nine percent are nervous when they present for the first time. Yet, with practise they feel more self assured and develop more poise.

In my classes, students' perceptions of themselves and each other were tested at the beginning of the course and then after 14 weeks of weekly presentations.

Each student received positive and negative feedback from me, as well as from the entire class after every presentation they made. Here are the results:

**Differences in the Perceived Confidence
Of Public Speakers**

	After 1st Presentation	After 14th Week
Looked confident	75%	99%
Felt confident	5%	65%
Was nervous	99%	99%

How to Increase Your Confidence

While Presenting

1. When being introduced
2. Start very slowly
3. Open by saying
4. Recognize
5. Wear
6. Above all

“Conscience doth make cowards of us all”
William Shakespeare

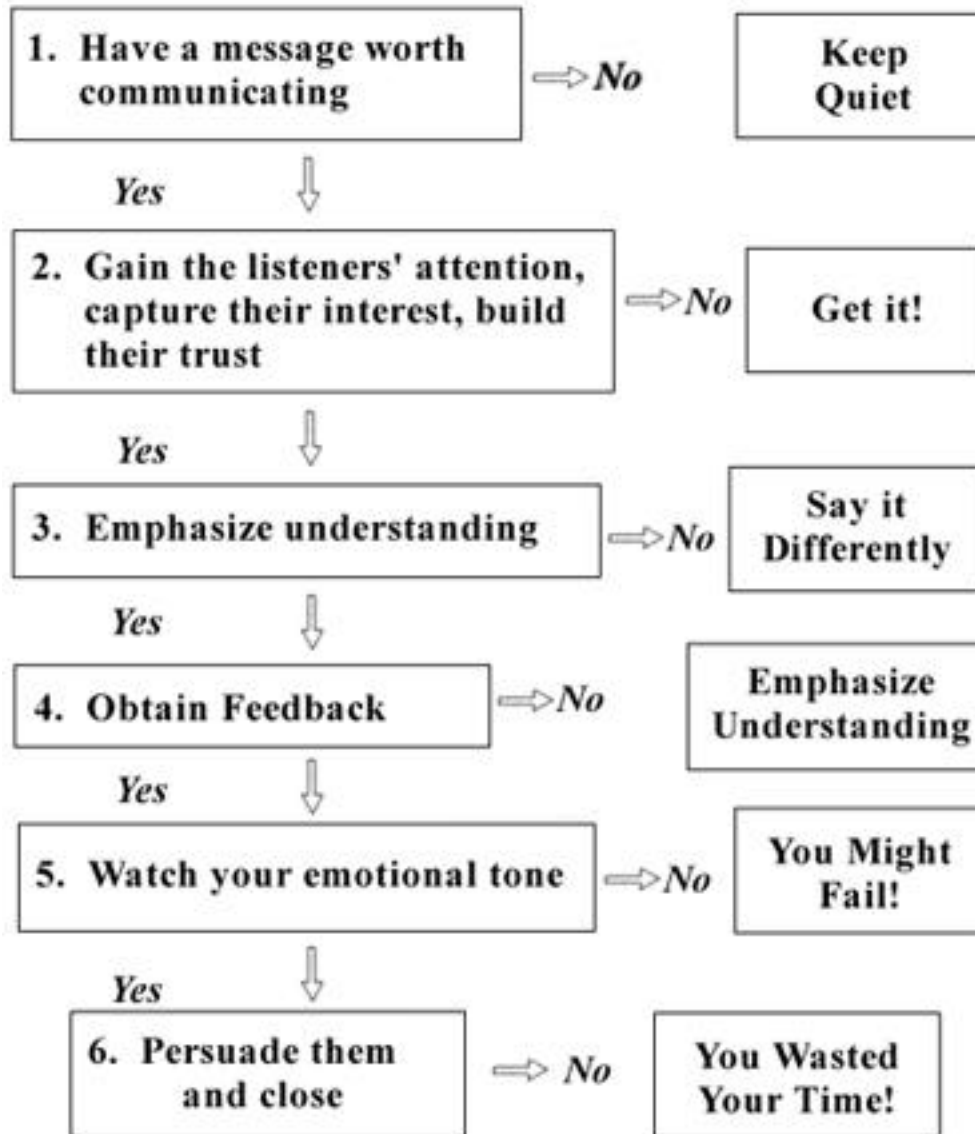
The Five Quintessentials of a Power Presentation

- I SPEECH**
- II BODY LANGUAGE**
- III USE OF EQUIPMENT**
- IV ENVIRONMENT**
- V PREPARATION**

“The pleasure you get from your speech is equal to the attitude you put into it”

PUB

The Process of Communicating



We only do things to gain a benefit or to avoid a loss.

I SPEECH

1. Inform

2. Entertain

3. Move to Action

Content

Cards

Brownouts

Without Notes

Eye Contact

Delivery

Voice

Length

Pauses

To be more powerful, use fewer words and more pauses.

PUB

Like a flight . . .

How to Begin a Speech

- **Story**
- **Occasion & Audience**
- **Paying Audience Compliment**
- **Quotation**
- **Striking Statement**
- **Preceding Speaker**
- **Challenging Question**
- **Establish Credibility**

How to End a Speech

- **Summary**
- **Recapitulation**
- **Anecdote**
- **Call for Action**
- **Rhetorical Question**
- **Statement**
- **Like Beginning**
- **In closing my speech**
- **I want to leave you with**

Walk down with pride . . .

***“Leave them laughing . . . leave them crying . . . leave them with hope . . .
but please do not just leave them“***

Cliches to Avoid in Public Speaking

- Unaccustomed as I am
- I don't know why I have been asked
- I haven't really prepared anything
- Speaking off the top of my head
- You know . . .
- Um . . . Ummmmmmmm . . . Um . . .
- For all intents and purposes
- Today I am going to speak about
- Talking on your way to the podium

“It is better to remain silent and appear ignorant than to open one's mouth and remove all doubt”

Abraham Lincoln

II BODY LANGUAGE

Mehrabian:

7%

38%

55%



80 / 20

Hands

Gestures

Dress

Breathing

Posture

Movement

No Podium

Smile

*“Dress Powerful . . .
Stand Powerful . . .
But mainly . . .
Think and Feel Powerful”*

Secrets of POWER Looks

- Visit an image consultant for advice on wardrobe planning
- Dark coloured suits or dresses
- Plain white shirts or blouses
- Red ties or scarves
- Black shoes, freshly polished, (Brogues for men and Conservative styles in general)
- Very little jewelry – worn discreetly
Except big earrings for women
- Black Cross or other expensive looking pen
- Calm, slow gestures and movements
- Shoulders back, chin slightly up
- Smile briefly, and then put on your POWER look

How to Dress for a Power Presentation

Conservative

Neat/Clean

Perceived

Look trim

Image

One suit / dress

Shirt / blouse

Shoes

Fashion conscious

Suit jacket

Jewelry

Perfume

Comfortable

Pens

Eyeglasses

Swiss Rolex



*Do not hide
behind a lectern*

III USE OF EQUIPMENT

PowerPoint

Handouts

Models

Drawings or Pictures

Charts

Overheads

Flip charts

VCR's

Films

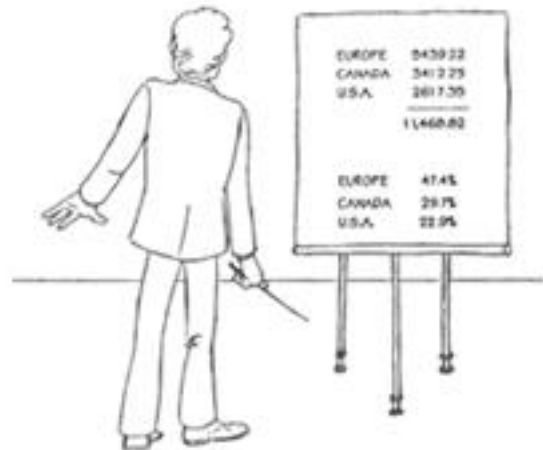
Tapes

Slides

Books

Notenständer

Three Filp Charts



	Retention	
	After 3 Hours	After 3 Days
Tell Only	70%	10%
Show Only	72%	20%
Show an Tell	85%	65%

- Secrets of Power Presentations -

Type	Advantage	Disadvantage	Note
Computer Aided	Instant Updates	System Crashes	Always have Alternate plan
Overhead Transp.	Good for groups of five or more	Looks clumsy if you use too many Inexpensive	Watch lighting 6 x 6 Rule
Slides	Quality images Efficient Reusable	Cost more Take time to prepare	Focus Make sure They are properly set in slide tray
Flip Charts	Pre-writing makes them easy to use Available Everywhere	Too small for more than 40 people	Use top 2/3 of page only 5 x 5 Rule Practice writing
Handouts	Inexpensive Flexible Easy to prepare	Take time to prepare	Must look professional Proofread
Models	Effective if notes attached	May get lost if passed around	Must be visible
VCRs	Stimulating Portable Easy to Use	Audiences drift	Preview Cut tape Set clock Off in 3 min.
Films	Stimulating to Audience Often supplied Free of charge By public libraries	Audiences drift tricky to run	Learn to run projector Take up reel Off in 5 min.
White Boards	Flexible Magnetic Can use Colours	Not too Impressive Cost more Hard to erase	Write neatly Have eraser
Chalk Boards	Inexpensive Flexible	Not impressive Chalk squeaks Dirties clothes	Write neatly Have eraser

IV ENVIRONMENT

Size

Room Temperature

Layout

Doors / Windows

Raised Floor

Phones

Music

Lights

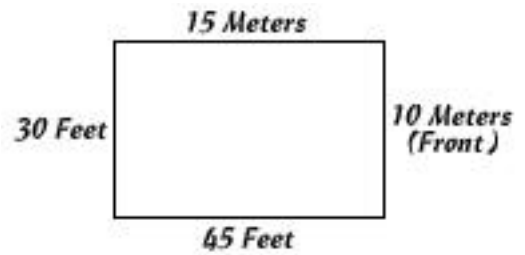
Washroom

Pay Phone

Breaks

Timing

Location



"To change one's thinking pattern – change the environment"

PUB

Room Layouts

Arrange the chairs in advance into the fewest possible rows to suit your needs. Have soft chairs, but not too comfortable or participants will fall asleep! Most members of audiences tend to sit in the rows farthest back from the presenter, leaving the front seats vacant.

Mark the back rows with "reserved" signs, so that no one will sit there. As the room fills, you can remove the signs. Another idea is to put out fewer chairs than you will need, leaving the rest stacked at the back to be used as required.

It is important to have all audience members comfortably seated before you are introduced. The main thing to remember is that you want everyone situated so as to best hear and see your presentation. If you speak in a board room and know the names of the attendees, you might wish to pre-assign seating it is better to position participants so they meet new people.

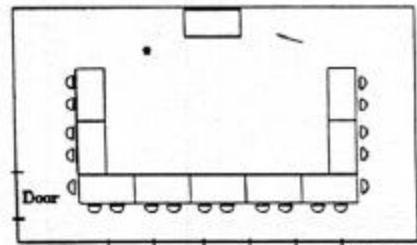
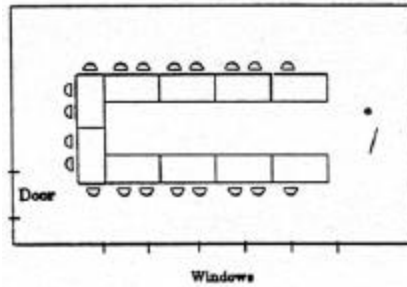
Arranged seating also reduces idle chatter. If your company's President or some other important business leader is expected to attend, plan to position them near the front where everyone, including you, can see their reaction to what you say. If the boss likes it, they will like it too!

For presentations involving note taking, you may want to furnish the audience with a writing surface where they can spread out notes, handouts, briefcases, etc. Each person should have a table space approximately 2.5 to 3 feet wide. You might want to supply notepaper, pens, mints, water, and other conveniences.

For presentations involving a screen, do not arrange chairs closer than twice the height of the screen. Example: 10 foot screen – not closer than 20 feet; 3 meter screen – not closer than 6 meters.

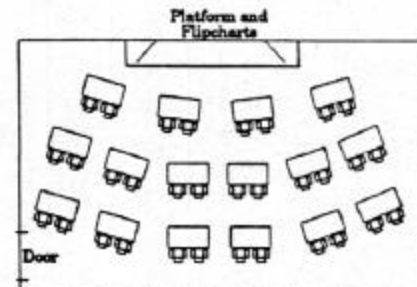
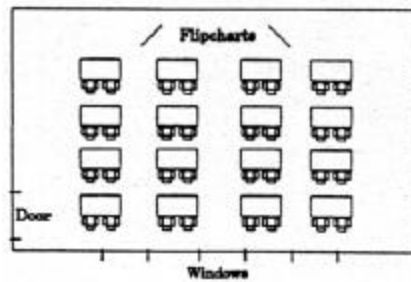
The last row of seats should not be farther than eight times (8x) the vertical dimension of the screen. Example: 10 foot screen x 8 – not farther than 80 feet.

U-Shape



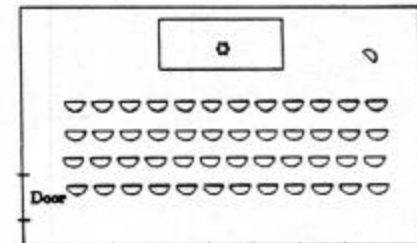
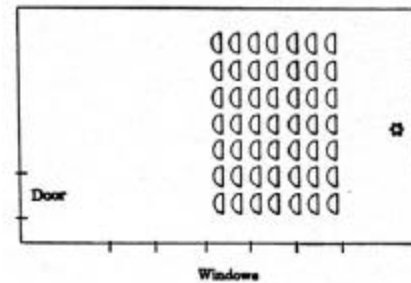
Good
10 Tables
20 Seats

Classroom
Amphitheatre



Good
16 Tables
32 Seats

Theatre



Good
49 Chairs
with
Platform

V PREPARATION

Introduction

Room

Equipment

Body-Language

Talk louder

Speech

Audience

Microphone

Handouts

Questions – Prepared

– How to Handle

CBC – FM

Close

Reserved Signs

Two best ideas



“If I had eight hours to chop down a tree, I’d spend six sharpening my axe”
Abraham Lincoln

**Introduction of Peter Urs Bender
on “Presentations”**

(Importance of Topic)

These days in business, what you say is not as important as how you say it. Words account for only a small part of the total message we convey to others. The rest comes from our style, use of voice, body language, and other non-verbal forms of communication.

(Relate Topic to the Audience)

As a manager, you will soon have to make more presentations to get your point across clearly. The success of XYZ as a market leader depends on our ability to communicate effectively with our customers as well as our employees. To remain competitive all of our managers must become first-class presenters.

(Qualifications of Speaker to Lecture on the Topic)

Our speaker and seminar leader, Peter Urs Bender, is an expert in business presentations. He has worked with many companies to improve the communication skills of both managers and sales people. He has lectured across North America, Europe, and the Far East on the topic of “Effective Presentations”. He also is the author of the Canadian Best Seller

“Secrets of Power Presentations”

We look forward to hearing the many new ideas he has to share with us today. Let us all join in welcoming to XYZ Company, Peter Urs Bender....

**“Silence is the ultimate weapon of power”
Charles de Gaulle**

Secrets of a Powerful Opening:

- Visualize yourself for thirty seconds opening your presentation as *fast* as you can, with *full animation*, in your *loudest* voice and with *too much excitement*.
- Then, visualize yourself for another thirty seconds slowing down to a dead *crawl*, speaking very *slowly* with *no emotion*, and a very *low* voice.

Remember, the slower you start the more powerful you look.
PUB

How to Evaluate Your Presentation Skills

Each time you make a presentation you should rate yourself. Identify the elements that went well and those that could be improved. Do not worry about mistakes. Just think about how you will do it better next time.

Evaluation Checklist

Element	Good	Not Good	How to Improve
Opening			
Voice			
Delivery			
Content			
Gestures			
Eye-contact			
Posture			
Warm smile			
Use of visuals			
Handling of questions			
Closing			
Departure			

"I am a great believer in luck and find the harder I work the more I have of it"
Stephen Butler Leacock

Demosthenes 384-322 B.C.
Lips, Tongue, Teeth
La – Le – Li – Lo – Lu

3 Days Before the Presentation

- Do you have opening / closing
- Mapped out message
- Rehearsed on FEET 3-5 times
- Questions prepared
- Overheads / Flipcharts prepared
- Equipment ordered and confirmed
- Handouts ready
- Location visited
- Introductions prepared
- Suits / Hair ready
- Deep breathing exercise
- Visualize audience
- Dramatize



The Night Before the Presentation

- Look your best
- Feel your best
- Act your best

- Car cleaned / fueled up
- Shoes polished
- Clothes ready
- Practise 1 more time

Packed in the briefcase:

- Speech guide
- Ticket
- Introduction
- Overheads, Flipcharts
- Handouts
- Location and names
- Pointer, Felt Pen, Pencil
- Additional Material

“The great end of life is not knowledge, but action”
Thomas Henry Huxley

Analyze the Physical Style of Your Audience

One of the secrets of better communication is using body language to mirror your audience. Tailor your movements and gestures to match theirs. When beginning your presentation, start off slowly and adjust your speed to suit the group. Go slowly until you have had a chance to study the style and mood of your listeners. Bankers, doctors, accountants and engineers may be serious and want you to go slowly. Sales and marketing people and younger audiences may want speed, animation, and action. Keep in mind, one of the best kept secrets of building rapport: be just a bit more enthusiastic than your audience!

Not all human beings communicate in the same way. Essentially there are two kinds of people: those whose primary mode of communication is verbal (listeners) and those whose dominant mode is visual (readers). Verbal people prefer to talk and hear. They think in terms of sounds. Visual people emphasize images and are generally quite interested in complicated visual details. Determine the dominating type in your audience and adjust your communicate approach accordingly. At the end of your presentation suggest a particular book that your audience can read. The visualizers will love you for doing this.

Listeners (Verbal)



How To Observe:

Loud audience
Very excited
More smiles
Outgoing
Responsive



How To Handle Them:

Demonstrate
Dramatize
Jump up and down
Go faster
Not too many details

Use hand gestures
freely
Entertain

Readers (Visual)



Quiet audience
Critical looking
Serious expressions
Introverted
Passive



Theorize
Do not dramatize
Stand still
Slow down
Give them lots of
information
Keep hands close
to your body
Inform with facts

***“In the right key one can say anything. In the wrong key nothing:
The only delicate part is the establishment of the key”
George Bernard Shaw***

Secrets to Delivering a Powerful Speech

- Fit your topic to your audience's interests. Communicate in their language.
- Organize your presentation. Know your main points well.
- Never read your speech from a text. Use minimal notes.
- Practice and rehearse your speech over and over. Preferably in front of real people. Otherwise on your feet.
- Dramatize, emphasize, energize.
- Pause frequently.
- Tell them you are looking forward to your presentation.

Secrets to Improve your Body Language

- Love your body. If you are a bit overweight . . . adore your figure anyway.
- Stand and sit to your tallest. Never slouch.
- Always wear your best clothes.
- Move slowly, deliberately, and gracefully.
- Never rush in front of your audience.
- Shoulders back, Chest out. Chin up. Smile!

Secrets of Effective Use of Equipment

- Confirm twice that all your equipment will be available on time at your location.
- Check and re-check lightbulbs, electrical power, cable connections, outlets and contacts, switches and any moving parts.
- Prepare your notes on your flipcharts and overhead transparencies at least three days before you present.
- Arrange to have back-up equipment close by and be prepared to present without visuals.
- Carry your overhead transparencies, slides and handouts (at least one) yourself to ensure they will not be lost.

Secrets to Creating an Effective Environment

- Arrive at your presentation room the day before or at least one hour prior to your talk.
- Turn on the air conditioning or open all the windows to allow fresh air into the room.
- Know where all the light switches are hidden. Find out the purpose of all of the other switches on the walls so you do not touch the wrong ones.
- Put out fewer chairs than you know will be used. Stack the rest at the back of the room.
- Put a reserved sign in the last row of chairs to encourage people to sit close to the front.

Secrets of Worthwhile Preparation

- Rehearse your speech while standing on your feet.
- Learn to start slowly: practise this often.
- Have a hidden clock.
- Make use of "Reserved" signs.
- Warm up your voice daily.
- Have a written introduction.
- Prepare for your question period.
- File your used speeches for later reference.

For customized in-house seminars or keynotes on any of Peters five books:

Secrets of Power Presentations
Leadership from Within
Secrets of Power Marketing
Secrets of Face to Face Communication
Gutfeeling

Call 416.491.6690 www.Bender.ca

Books by Peter Urs Bender

Leadership from Within

Most people see leadership as the act of leading others. In keynotes, seminars and his book *Leadership from Within* Peter Urs Bender says that leadership “begins with leading *ourselves*.” It starts with understanding our values and finding our vision and passion, then taking action and communicating effectively to create results. Every organisation needs staff that expresses this “leader-within”. Those who move past their fears, take responsibility, make decisions, and create positive change. There is no limit to the growth we can achieve together when we develop the leader in each of us.

Secrets of Face-to-Face Communication

In this age of sophisticated communications technology how can interpersonal communications be suffering? Simply, few people take the time (or even feel they have the need) to learn the *skills* of effective one-on-one communication. This book emphasizes a systematic approach to interpersonal contact because its authors know from their other work—presenting, leading, marketing—that systematizing the approach to any activity will help individuals excel at it. *Secrets of Face-to-Face Communication* will appeal to those who truly want to improve the skills that lead to better understanding.

Secrets of Power Marketing

Millions have been raised to believe “if you build a better mousetrap, the world will beat a path to your door.” But this is a lie! To thrive in business, you must be seen and heard. People must talk about you, know where to find you and believe in the value of what you offer. *Secrets of Power Marketing* explains how this exposure comes from marketing—in essence, belief in yourself and the ability communicate it to others. “Marketing is everything you do in life *that expresses who you are, what you do and creates a perception of your value.*” You cannot **not** market. The most successful companies and individuals are those who have learned the secrets of how to do it effectively.

Secrets of Power Presentations

In this age of information, a key ingredient of business success is our ability to communicate: to deliver winning presentations that move others to action. Whether it's in board meetings or staff training, with prospective clients or current customers, we need to be able to speak powerfully, think on our feet, and attract and hold attention. Peter Urs Bender has helped thousands to do just that; in fact, he wrote the book on it. *Secrets of Power Presentations* is a Canadian best seller with over 100,000 copies in print. Used in many top 500 companies, it is also required or recommended reading in over 40 Canadian universities/colleges. It has also been translated into French, German, Indonesian and Russian.

Gutfeeling

Is it good looks, positioning, the right name or education that produces outstanding business people? They're all factors that help. But Peter Urs Bender believes there is one additional factor. It's the ability to listen to your Gutfeeling. Instinct and Intuition are intangibles, yet they're as real as Reason, Logic, and Analysis. He believes we can develop our Gutfeeling, and that there's nothing mysterious about it. It's really a process of allowing our unconscious access to our conscious mind—of “becoming” rather than “being”. *Gutfeeling* is a departure from Peter's previous books, but an extension of his philosophy of Leadership.