my two-day influential presenting course in a book!

# how to PRESENT

the ultimate guide to presenting your ideas and influencing people using techniques that actually work

## CONTROL NERVES • ENGAGE PEOPLE • ACHIEVE RESULTS

## how to **PRESENT**

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Phase 1: Analysis Phase 2: Design Phase 3: Delivery

## Praise for Michelle Bowden's system for outstanding presenting

I got my million-dollar sponsorship! Many thanks, Michelle. I used your program as a guide and it worked a treat!

#### Neil McWhannel — Chief Executive Officer, HeartKids Australia

Michelle is engaging, enthusiastic and challenging. Her work with my sales team really opened their eyes to opportunities. They will never accept the word 'no' again!

#### Dan McArthur — General Manager, National Surgical

Michelle is a powerful presenter who demonstrates how to influence and create change in any organisation. I'd highly recommend her as the best presentation and influence expert in Australia.

#### **Rob Dickerson – Sales Director, Menarini Australia**

Michelle is thoughtful and insightful and her energy is wonderful. I loved the structure, content, rules and formula for constructing presentations. It is excellent that the teachings are based on solid theory and years of practical application.

## Dr Matt Cahill — ANZ Research and Development (R&D) Leader, Dow AgroSciences

Michelle Bowden is simply a star maker! She can turn coal into a diamond and I am so impressed. Her Influential Presentation Skills is an awesome mix of theory and practice. The 13 steps she goes through are logical and powerful and the overall content matter is outstanding. The real impact is her teaching style. She has a beautiful manner and keeps everything light, upbeat and full of energy. You never look at your watch and you never feel self-conscious. If you have to do any type of presentation, this course is a dead-set must!

#### Justin Tamsett — Director & International Keynote Speaker

I loved everything about Michelle's system. It made me step out of my comfort zone and extend myself. I gained so many practical tips and pointers that are critical for everyday activities, communication, and of course presenting. Thanks a million!

## **Candice Fitzgerald** — Head of Clinical Operations, Roche Products

I feel like we've been introduced to the secrets of exceptional presenters! I came to Michelle's course not knowing exactly what to expect. To discover Michelle Bowden is a very likeable, dynamic and knowledgeable presentation skills trainer far exceeded any expectations I might have had. The program was fun, comprehensive, and supportive of the participants. A great framework was presented and practised. All participants were given lots of attention, positive feedback and coaching tips. Thanks heaps Michelle!

#### Peter Phillips — Clinical Study Support Manager, Servier Laboratories

Brilliant. Simply brilliant! I loved the content. So challenging, yet so amazing. When I master the 13 steps and make them second nature I will be unstoppable. I loved that you can use Michelle's approach in general communication as well as when you present. I will be able to apply it in all aspects of my life.

#### Jennifer Lymer — National Business Manager, Coca Cola Amatil

I've worked with Michelle for the past two decades to take my presentation skills to a new level. Over the years Michelle's approach has become second nature. I now use advanced language patterns coupled with a structure and delivery style that ensures I express ideas with influence in any situation.

#### Pauline Blight-Johnston — Managing Director, RGA Reinsurance Company

Well! Where do I start? Michelle is one of the most outstanding and enthusiastic presentation skills coaches I have ever worked with. Her energy is contagious and her approach is very effective. She does not teach a class, she immerses herself in the people and getting them a successful outcome. A great combination of humour, anecdotes, practical and theory result in a virtually guaranteed better presentation. She then stays in touch personally to ensure you are practicing your new skills.

**Brenton Smith** — Vice President Sales Asia Pacific, Japan, Symantec.cloud

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the ultimate guide to presenting your ideas and influencing people using techniques that actually work

## **MICHELLE BOWDEN**

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*My wish for you is that you grow up to be happy, healthy and assertive women who achieve your potential through courageous communication.* 

And to you, lan, for without you there would be no book!

### Foreword

There are two times in your life when you are totally alone: just before you die and just before you give a speech or presentation.

You have to admit, those moments before you're called to the front of the room or up on stage to address a crowd can be absolutely frightening.

Yet it doesn't have to be this way.

It seems hard to believe, but there are people who not only are *not scared* of presenting, but who actually *delight* in it.

There are people who don't 'um' and 'ah' their way clumsily through a presentation. These people deliver their point eloquently and effortlessly. And there are people who mesmerise with their words.

And here's the crucial point: these folks weren't born superb orators. They didn't pop out of the womb with a microphone and some opening gags. They learned to speak brilliantly, step by step.

And so can you.

It's certainly a skill worth mastering. Those who can present well often earn more, get promoted faster and get their way more often. In our fast-moving world, it's usually those who can package their thoughts beautifully who get all the rewards.

So it seems you have two choices. Either hide your light under the proverbial bushel, or take the oratorical bull by the horns and learn this speaking game once and for all. Choose the latter and your challenge becomes simple: finding an awesome teacher. Why is that so simple? Because you're already holding one in your hands.

Michelle Bowden's book is a masterwork of the field. She not only knows everything there is to know about presenting eruditely, entertainingly and potently, she also knows how to teach her gems of knowledge in a way that's fun and that stays with you when you communicate in life.

So if you've ever yearned to wow them in the aisles and have them hang on your every word, congratulations — you've found the book that can help you do just that.

Learn its priceless lessons, and you'll soon be giving speeches that leave others speechless.

*Siimon Reynolds Entrepreneur, Author and Professional Speaker* 

### About the author



87 per cent of executives admit to daydreaming during important meetings and conversations.\*

75 per cent of people say they believe they would gain greater respect for their knowledge and expertise if they were better communicators.

Sadly, only 28 per cent of people say the most recent meeting they went to moved them to action — 72 per cent went back to their desk and changed nothing.

If you have ever thought you'd like to improve the way you communicate with the people around you so your relationships were easier ... you'll love working with Michelle!

Michelle Bowden (MEd. Adult Ed.) is a master of presentation and influencing skills and she is one of only 35 female certified speaking professionals in Australia. This is the highest designation for speakers in the world. Michelle has been nominated for the past four years for the Educator

Award for Excellence, and she is a prolific author and consultant to a list of blue chip international clients. She's the author of *STOP!* Your PowerPoint is Killing me! How to Present — Tips from the Masters and Don't Picture Me Naked (an earlier version of this book).

As the director of a very busy national training company specialising in presentation and influencing skills solutions, Michelle has delivered her influential presentation skills training to thousands of people with ground-breaking accuracy every time. She's also well known for her executive coaching to help CEOs and senior executives from Fortune 500 companies pitch their ideas at board level and win big dollar sales.

Michelle is renowned for achieving results through learning and laughter. And now it's your turn to reap the benefits of her experience through this book!

To find out more about Michelle Bowden or any of her training, conference or product offerings, please contact her:

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\*Professor John Croucher (statistician and professor of management at MGSM).

## Thank you!

I was surrounded by strong, powerful and inspiring adults from a young age, and each of these people encouraged me to stand up and achieve my potential. Now, as a presentation and influencing skills expert I am continually exposed to amazing, courageous, inspiring people who are now my friends, colleagues and role models. How lucky am I? I can't believe I get to hang out with such motivated people.

This book is a reflection of many of the things all of you have taught me, and through this book we all continue to inspire others to step up and shine their light on others so they strive to be their best. Thank you for your inspiration.

To all my wonderful clients (some of them appear in the case studies in this book) — you are the ones who continue to light my fire. You challenge me and help me to step up as I help you to be the best you can be. I wish you all the power and courage in the world.

A heartfelt thank you to my wonderful mum for proofreading my initial manuscript for me. I love you, Mum.

Thank you Syann Williams, voice coach extraordinaire, for all your support and teaching. Syann is a master at helping people uncover their most confident, authentic and charismatic voice. You can visit Syann at <u>www.vivavoce.com.au</u>.

A special mention to the people with the most excellent ears that were made for listening: Toni Esser for her generous and most professional typesetting of the original version of *Don't Picture Me Naked*, and the ever-generous Dale Beaumont, who helped me throughout the process of writing my first book. What would I have done without the magnificent Melissa Williscroft, who proofread my manuscript from cover to cover and helped me type up some of the rewrite for this new and improved version of my book. Mel — 'thank you' isn't quite good enough — you are a life saver! My heartfelt appreciation to Lucy Raymond from Wiley, who saw the potential of this manuscript as a force for world change. And three cheers to the whole Wiley team who helped me to rewrite a great book that will really help people to stand up and be heard in their lives. I love you all!

## Welcome to this book!

Have you ever wondered why some people seem to fasttrack it to senior levels in business, even when there are other more experienced or expert candidates? Or have you noticed that when it comes to the best jobs, some people seem to have it all?

How come in meetings a select few have the ability to say exactly what they mean with such confidence, clarity and influence, even when they are under pressure? How do they do that? Do they have some sort of magic or secret?

Have you ever sat in a business meeting where it seemed the person talking was just raving on and on about nothing very interesting? Did it seem to you that they might as well have been saying 'blah, blah, blah'? Did you wish you were somewhere else?

Have you ever run a meeting where you could see the people in your audience glazing over as you were talking, making you feel frustrated or inadequate? And did you wish you were somewhere else then too?

The more successful executives and senior people I meet, the more I realise that, regardless of their intelligence and business acumen, these successful people know how to present their ideas in an influential, compelling way. They know how to showcase their professional expertise. They know how to structure their thoughts and connect with people, and they say what they want to say in a way that resonates with their audience. They inspire and compel their audiences to take action! TIP

#### Michelle says . . .

Anyone can be an exceptional presenter!

As a presentation skills expert, I have had the opportunity to work with many thousands of people. My experiences have taught me that most people are completely unaware of the hundreds of little tips, techniques and secrets that can combine to create an exceptional influencer who achieves exciting results. I have observed that once people know what to do to influence their audience and actually do it, they automatically increase their success at work and at home.

I've witnessed the self-esteem and confidence of people develop exponentially, as they achieve results they never thought possible in their conference or board presentations. I know many people who now close more deals and are more successful in job interviews.

And that's why I wrote this comprehensive book. My wish for you, whether you are already an effective presenter or not, is that you read this book and use it often to guide and inspire yourself in order to achieve better results for you, your organisation and your audience.

Unlike other presentation skills books, this one is written with a step-by-step approach for business people who are striving to present their ideas with confidence, clarity and influence. It is my life-changing, award-nominated, two-day Influential Presentation Skills program in a book. To decide which of the plethora of information to include for you, I have used the questions my clients have asked me over the years as we learned together in my mentoring or training sessions. To my knowledge, there is nothing like it on offer, where people in business are introduced to a simple, profoundly practical, step-by-step approach to standing up at work and presenting their ideas.

I approach presenting from a completely practical and readily applicable perspective, based on many decades of experience as a presentation skills trainer, mentor, speaker and author. I have a passion for seeing people perform better than they thought possible, and I'm so excited about this opportunity to share my expertise and experience with you. My intention is to simplify the skill of presenting and teach you what you need to do, one step at a time, so you can speak up and be awesome!

Success in business excites me. There are so many strong, competent business people with so much to offer in the workplace. Not only will this book open your eyes to the possibilities, it will give you the tips, techniques and secrets to ensure it happens for you!

And there are invaluable techniques in the following chapters. Why are they invaluable? Because they address all of the very common mistakes that presenters can make. Before we move on, please take a moment to review my 'top ten' list of common presentation mistakes (overleaf ).

### **Top 10 business presentation mistakes**

Here are the top 10 things that presenters make the mistake of not doing.

- 1 Realise that it's not about them and it is all about their audience most presenters are too focused on themselves.
- 2 Remember 'I am in control' many presenters don't realise they must be in complete control of themselves, their message and their environment if they are to maximise the likelihood of behaviour change in their audience.
- 3 Analyse their audience before writing the script in fact, many presenters don't think at all about who will be in their audience and how that might change the way they should deliver their messages.
- 4 Rehearse sadly, most presenters run from one meeting to another, making very little time to even think through what they are going to say, let alone rehearse it out loud to check how it's going to sound.
- 5 Warm up if you've ever tripped over your words you will know how much it can fluster you and make you nervous; and when you trip over your words it also reduces your credibility.
- 6 Connect with their audience they make PowerPoint their presentation and read it to their audience. 'Death

by PowerPoint' includes relying too heavily on information-packed slides that no-one can read, an approach that does not work.

- 7 Use their body to support their message for example, they Place their hands over their crotch in what is known as the fig leaf, crotch clutch or reluctant nudist posture — gestures that are distracting detract from the overall message.
- 8 Really look at their audience between slides audiences know when you are there for them rather than for yourself and indirect or fake eye contact will result in a lack of connection and engagement with your audience.
- 9 Pause they use filler words like 'um', 'ah', 'and so' instead of pausing, mannerisms that can make you look uncomfortable and will detract from the power of your message.
- 10 Call their audience to action and close the presentation with strength when a presenter fails to state their desired outcome it's likely that the audience will simply go back to work and change nothing.

#### Let's make sure this isn't you!

## How to get the best value from this book

I recommend you read through the chapters and do the activities where possible. Then, when you have a more formal presentation coming up at work, you can go through