



# Colour Coded for Success

**GOING PUBLIC** A two part series on Public Speaking and Presenting

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Part one of this series looked at the control and confidence you can build in to help you deliver your message in front of an audience. Now that you are talking, let's look at the next step of the presentation itself.

Even natural born talkers may struggle with the volume of material and the considerations that go into organizing a presentation.

Following these steps may keep you from being overwhelmed and keep you on track:

All communications have a beginning, middle and an end.

At the start, tell your audience your most interesting point. Engage them early on with a question on how they relate to the subject, or perhaps an anecdote or a provocative statement. Tell them what they are going to hear and why they should care about the topic. Be clear about what's in it for them and what you expect them to do at the end.

The mid point generally takes the longest to deliver and carries the most information. You might include case histories, stories, a historical perspective or lively scenarios. The middle is where you develop your theme.

Think of all the things you need to say. Organize them logically. Then, cut it in half.

If you give yourself enough time during your preparation stage to take a break, you will gain perspective to edit better on your return to the material. I guarantee you will be able to cut out half, improve the delivery of your message and get to the point.

End as you began, with a flourish. Announce your wrap up and end with a summary. Audiences are particularly attentive at this time so any point you make now should be clear as it will be most memorable.

VIP – A very important point critical to your success precedes the three steps to presenting. Yes, you need a lively beginning, a middle to develop your ideas and a definite end. Before you begin any of it though – you must determine the purpose of the presentation and then carefully plan it out, before you begin.

Now that you know the full five steps – go speak and shine!

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