

PRESENTATIONSTEKNIK LATHUND

PLANERING

- BLIR OFTA STARKARE INTYCK OM LEVERANTÖRER/PARTNERS ÄR MED OCH PRESENTERAR
- AVSLUTA INNAN KAFFE/LUNCH MED ETT ÄMNE PUBLIKEN KAN PRATA OM
- ÖVA SÅ DU KAN INNEHÅLLET OCH INTE BEÖVER LÄSA INNANTILL
- BLANDA TEXT, BILDER OCH GRAFER
- PAPPER OCH PENNA SÅ PUBLIKEN KAN NOTERA

TALA

- TALA TYDLIGT
- VARIERA TONLÄGE OCH VOLYM
- TALA OM NÄR NÅGOT ÄR VIKTIGT
- INVOLVERA PUBLIKEN – STÄLL FRÅGOR
- DET VIKTIGASTE ÄR INTE VAD DU SÄGER – UTAN HUR DU SÄGER DET (jag VET att detta fungerar!)

KROPSSPRÅK

- TYDLIGA HANDRÖRELSER
- VISA MED HÄNDERNA
- STÅ INTE STILL, GÅ OCH VISA, PEKA
- ÖGONKONTAKT MED PUBLIKEN

INNEHÅLL

- STORY TELLING
- REFERERA TILL 3E PERSON OCH FÖRETAG
- STÅ INTE STILL, GÅ OCH VISA, PEKA
- NÄMN 3 POSITIVA FÖRDELAR, INTE FLER, INTE FÄRRE
- BUILD – UPS, HISTORIEN FRAM TILL WOALA – PRODUKT/LÖSNING
- ANPASSA USPAR TILL DELTAGARNA



Presentation Body-Language Strategies

Tips for Success	Pitfalls to Avoid
1. Dress Appropriately	1. Fidgeting
2. Face the Audience	2. Slouching
3. Consider Your Posture	3. Using the Wrong Gestures
4. Vary Your Gestures	4. Standing Still
5. Use Open Hand Gestures	5. Looking at the Screen
6. Control Your Facial Expressions	6. Not Involving Visual Aids

10 POWERFUL BODY LANGUAGE TIPS

for your next presentation

1 TO BOOST YOUR CONFIDENCE DURING YOUR PRESENTATION, **OPEN YOUR CHEST AND ARMS AND KEEP YOUR BACK STRAIGHT.** THIS POSITION WILL MAKE YOU BREATHE BETTER AND YOU'LL FEEL MORE RELAXED.



TO MAKE YOUR AUDIENCE COMFORTABLE, SIMPLY **SMILE** AT THEM. SMILING IS OUR MOST **POWERFUL WEAPON.**




3 TO ENGAGE PEOPLE, GESTURE WITH YOUR **ARMS AND HANDS** IN A NATURAL WAY, AND **LOOK YOUR AUDIENCE IN THE EYE.** PEOPLE TEND NATURALLY TO **PAY ATTENTION** AND TO LIKE PEOPLE WHO LOOK THEM IN THE EYE.



TO DEMONSTRATE **AUTHORITY, KEEP CALM** AND USE SMALL AND STIFF GESTURES. THIS WAY PEOPLE WILL **TRUST YOU** AND VIEW YOU AS **A CONFIDENT PERSON.**




5 TO BRING MOVEMENT TO YOUR SPEECH, USE THE PHYSICAL SPACE YOU HAVE AVAILABLE AND **WALK IT.** FOR EXAMPLE, IF YOU'RE PRESENTING THREE POINTS, TALK ABOUT POINT A WHEN YOU'RE AT YOUR **FIRST POSITION**; THEN MOVE OUT **2 OR 3 STEPS** AND TALK ABOUT **POINT B**; THIS WAY, A MOVEMENT THAT INCLUDES SPACE WILL ACCOMPANY YOUR **SPEECH.**



TO KEEP YOUR AUDIENCE'S ATTENTION, **VARY YOUR GESTURES** THROUGHOUT THE PRESENTATION. OPEN GESTURES, SMALL GESTURES, GESTURES THAT INVOLVE YOUR **HEAD, ARMS AND HANDS,** GESTURES THAT INVOLVE ONLY YOUR HANDS, OR ONLY YOUR HEAD, BROAD GESTURES....




7 TO DRAW ATTENTION TO A CERTAIN ELEMENT OF THE PRESENTATION, **POINT DIRECTLY AT IT AND LOOK AT IT ON THE SCREEN** AT THE SAME TIME. YOUR AUDIENCE WILL FOLLOW YOUR EYES AND FINGER.



TO ENCOURAGE AUDIENCE PARTICIPATION, **USE OPEN GESTURES** AND IF POSSIBLE **WALK AROUND AND TOWARD PEOPLE.** WE TEND TO PARTICIPATE MORE WHEN WE HAVE PROXIMITY TO A SPEAKER.



9 TO MAKE A HARD QUESTION SEEM EASIER, **PAUSE, BREATHE SLOWLY** (THIS WILL GIVE YOU TIME TO THINK) AND THEN **ANSWER WHILE LOOKING THE QUESTIONER IN THE EYE.**



TO MAKE YOUR AUDIENCE BUY YOUR STORY, **USE POSITIVE GESTURES** DURING THE ENTIRE PRESENTATION: **NODDING, OPEN GESTURES, SMILING, MIRRORING, ETC.**

