Presenting with Impact

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Why – what is your objective

Who – who are your audience

How – method & material

What – content, include & leave out

Where – venue, equipment, online

When – length and time of day

2

Energy

Eye Contact

Engage ment

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3

Be Engaged

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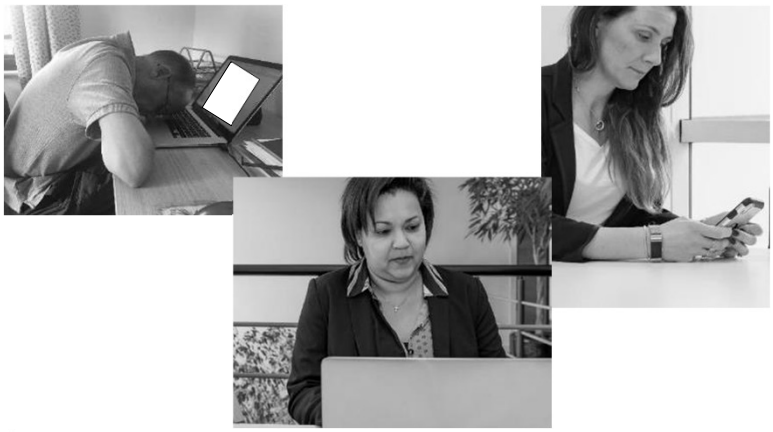
4

If you're not, your audience won't be



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Names

Chat Box

Rhetorical Questions

Polls

Q & A

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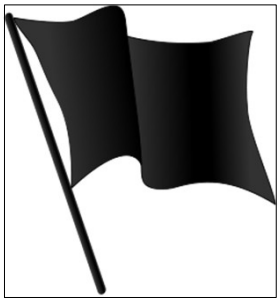
Chunk, Link & Flag



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DO'S AND DON'TS FOR POWERPOINT
(don't use all capitals or underline)

- Small fonts can give your audience eye strain and they give up
- Arial is easier to read than Times New Roman *on slides*
- Lots of colour and animation might look pretty, but can be distracting. Have you ever taken internal bets on where the next bullet point is coming from?
- Avoid too many points and too many words on a slide
- Using full sentences on slides makes it harder for your audience to take in the information as they have to read it all, bullet points or pictures are much better for getting your point across

Less is more

8

Remember the 3 Vs

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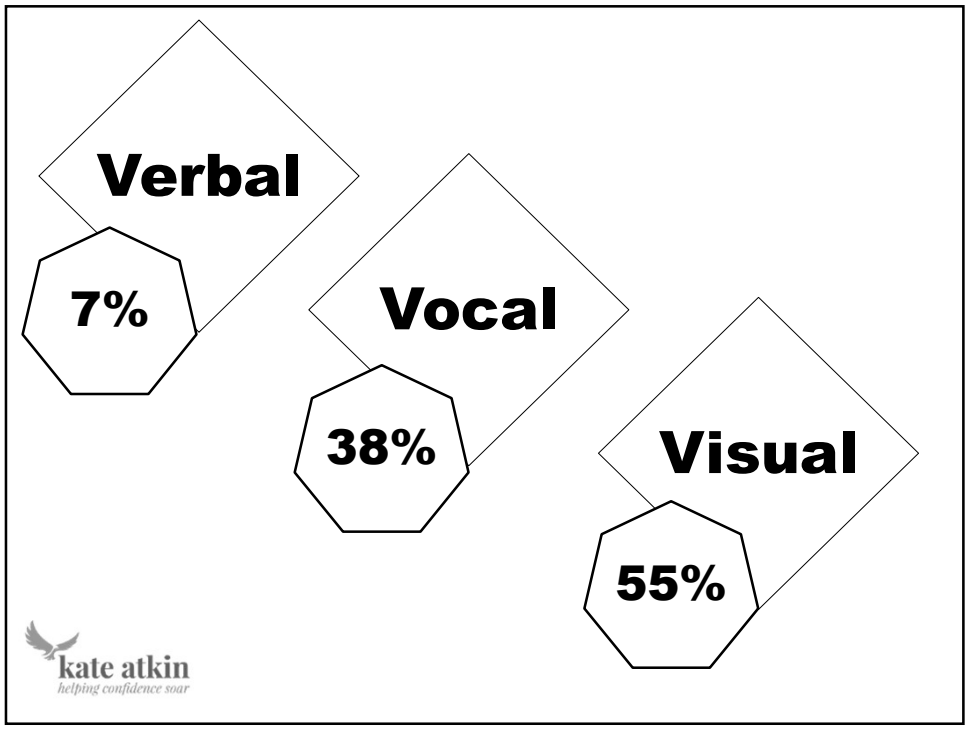

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Integrity and Congruence

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Why should I listen?

Ethos
- credibility / ethics

Pathos
- emotions / empathy

Logos
- logical argument

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Less is More

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Use INTRO

Generate	**I**nterest
Establish the	**N**eed
Set out the	**T**ime
Inform the	**R**ange
Establish the	**O**bjectives

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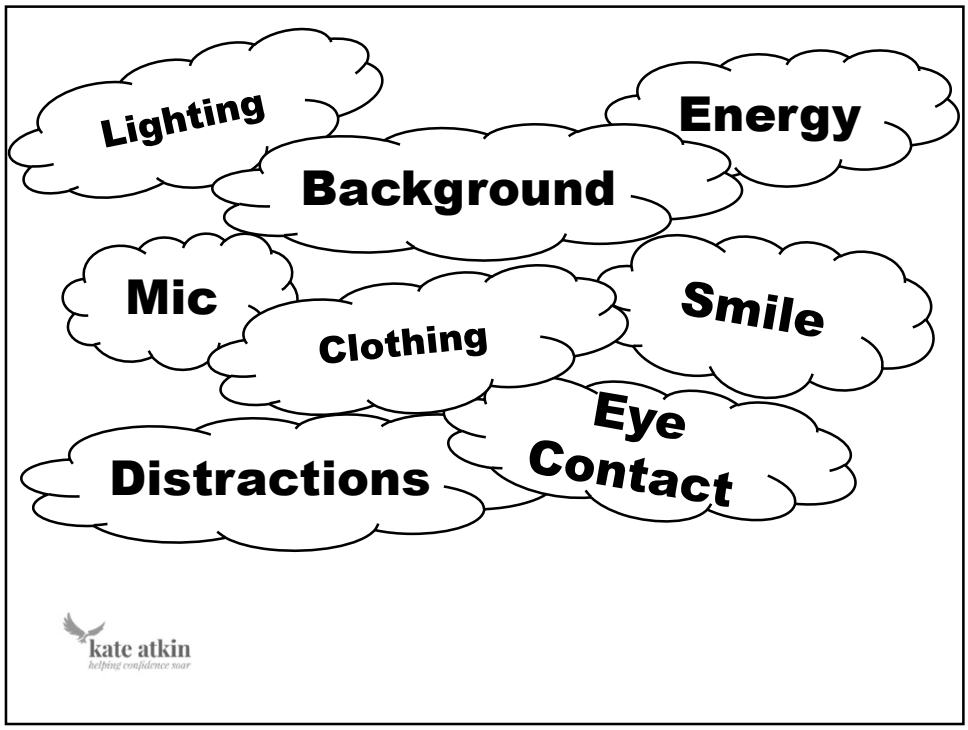

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Breathe
&
Keep to Time

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Stop	Start
Think About	Carry On

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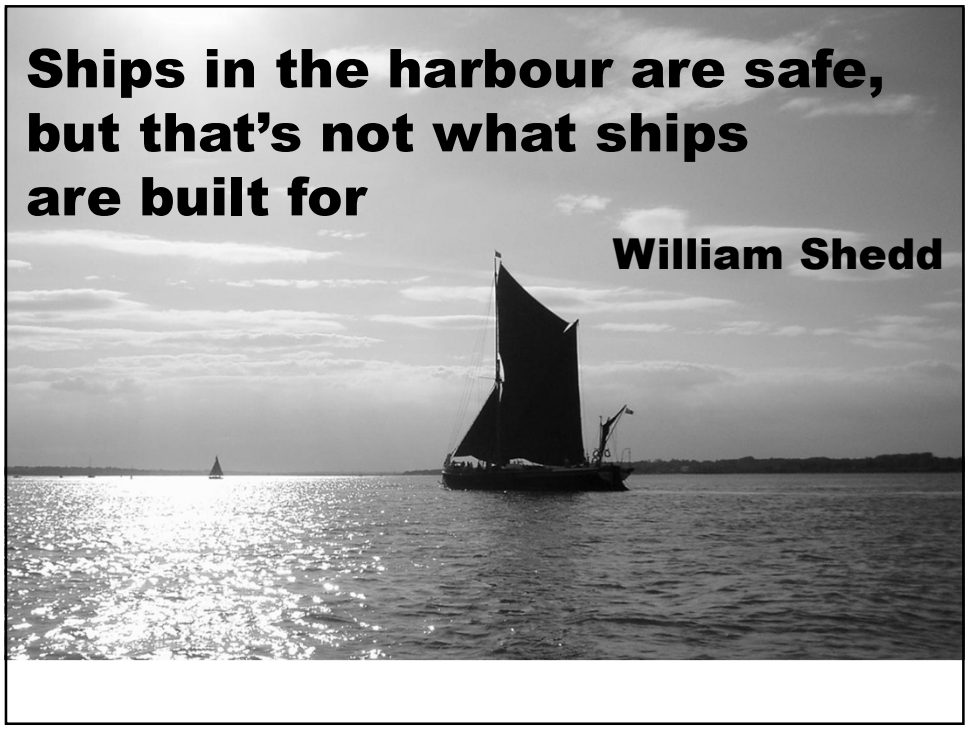

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#ChooseCourage

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Further Reading

The Imposter Phenomenon (2025) by Kate Atkin
The Presentation Workout by Kate Atkin
The Pursuit of Perfect by Tal Ben-Shahar
The Confident Leader by Larina Kase
Feel the Fear and do it Anyway by Susan Jeffers
What to say when you talk to Yourself by Shad Helmstetter
The Confident Manager by Kate Atkin

www.TED.com for talks by Susan Cain
Brene Brown & Amy Cuddy

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