

## 5 Tips for Managing Presentation Nerves

### 1. Know your Audience – almost intimately!

Obtain information about the group in advance. Your key messages may be identical for different groups, but your examples, anecdotes and your final 'call to action' will vary for difference audience needs.

### 2. What's their perspective?

Put yourself in your listeners' shoes. What are their questions, concerns, fears, goals, approaches to learning?

Think about what they need to know about your topic, not just what they might want to know. And always, always, always focus on what's in it for them?

Your presentation must answer – for your audience – these 3 questions:

**Why you?**

**Why this information?**

**Why now?**

### 3. Prepare – but don't memorise

Know your material well. There is no substitute for plenty of preparation – but without sounding overly rehearsed!

### 4. Use notes – not a paper you read from

Have well-prepared session notes that are useful to you. It is best if your notes are in 'point form' (rather than full sentences) – and preferably handwritten in colour.

(Colour aids your retention of the information as you prepare your notes, and is more quickly processed by the brain when you do need to refer to them.)

### 5. Checklists can save your life (well, at least your reputation!)

Use checklists to ensure you have remembered all necessary materials.

Do you need to take Business Cards, Handouts, your Laptop, a Remote Control for your slides, other Promotional Material for your company, Music, and/or Props of some sort?