● Compass Presentations

The one-page guide

Ten tips for better business presentations.

Short on purpose. These are the ten things we come back to with almost every speaker. Read them before your next presentation.

By Ian and Michael Bratt

1 **Know your audience**
Find out who is in the room and what they expect before you write a single word.

2 **Make the purpose clear**
If you can't say why you're speaking in one sentence, your audience won't manage it either.

3 **Open with something powerful**
You get their full attention once, at the very start, so don't spend it on housekeeping.

4 **Give the body a structure**
Lay it out so it's easy to follow, because a lost audience rarely asks for directions.

5 **Make the conclusion memorable**
Summarise what you want them to remember, and ask for at least one specific action.

6 **Practise, practise, practise**
Prepare thoroughly, then say it out loud until it stops surprising you.

7 **Develop your presentation skills**
Voice, pace and body language are skills, which is good news, because skills can be learned.

8 **Make visual aids earn their place**
If you use them, make sure they enhance what you're saying. If a slide only repeats you, one of you is unnecessary.

9 **Be fully prepared**
Then prepare a little more. Nobody ever complained that a speaker was too ready.

10 **Learn the "secrets" of top presenters**
The quote marks are deliberate: they are techniques anyone can learn, and they give a presentation its edge.

Want a hand putting it into practice?

That's the part we do. The first chat is free and commits you to nothing.

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