



Executive Learning Systems

***HOW TO MAKE A “BLUE RIBBON”
PRESENTATION
EVERY TIME***

**Ty Boyd, CSP, CPAE
Founder, Excellence in Speaking Institute^o (ESI)**

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*After earning my living as a professional speaker for better than three decades, and upon the insistence of two major clients (Aetna Insurance and Apple Computer), the **Excellence in Speaking Institute**[®](ESI) was founded.*

This three day limited enrollment, video-feedback, intensive presentation/speaking skills course has graduates from every state and province in North America. ESI is a required training component for key management and sales leaders in major corporations across America.

Our graduates range from new hires to seasoned senior business people, celebrities, politicians, and other professional speakers. The ESI courses are conducted for corporations across America and thirty-one countries around the globe; monthly Institutes are conducted here in Charlotte, North Carolina. We invite your participation at any time.

I am often asked what the most important ingredients are in making a powerful and effective presentation. There are many nuances to being an effective presenter whether on a one-on-one sales call, or to an audience of several hundred. Live up to these and you will be an exceptional presenter.

Good things,

Ty Boyd

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1. ***“Fire In The Belly”***

Remember the key word to successful communications is ENERGY. Speak with conviction. Choose topics about which you are passionately involved. If you will have “fire in your belly” for the subject, success is almost guaranteed.

2. ***Focus***

Focus on your content and presentation with laser-like aim. Capture the audience’s attention with a startling fact, a powerful question, an arresting quote, or a compelling story. Speak in specifics. Include both facts and feelings. Content is critical and must be clearly outlined and thought through. Presentation skills, however, are what make a presenter effective.

3. ***Performance***

Every time you speak, whether one-on-one or to hundreds, you are performing. Make the performance powerful! Put your whole self into the presentation. If the performance suffers, the content is of little value.

4. ***Voice Color***

Use voice color. We call it vocal variety. What we **don’t** want is a black and white, bland, monotonous presentation. What we **do** want is the antithesis of monotony. Learn to whisper and to shout. Speed up and slow down. Pause. Pause some more. Use your entire vocal scale. Think of your voice as a fine violin, oboe or clarinet. Make the tones alive and colorful.

5. ***Eyes***

Use your eyes. Eyes are one of our most powerful means of communication. If your belly is on fire for your subject, your eyes can tell the story. Make eye-to-eye contact with your audience. As you look at one person, finish a sentence or a thought, then look at another. Let your focus linger one to three seconds. Talk to one person at a time. This creates intimacy. You will be far more personal and effective than if your eyes scan the crowd.

6. ***Face***

Use your face. The greatest bank account we have in human relations is free. It's a smile. Add your smile to penetrating eyes and expressive brows. With eyes on fire and an intense face you will capture the attention of the most callous. Your face is like a television set. People will watch it with more interest if there is color and energy in the picture.

7. ***Body Parts***

Add the power of your body. After your eyes and face come the all-important carrier of the message... your body. Stand tall. Use gestures. Over-emphasize them when you practice. Make bold rather than timid gestures, broad rather than small! Great stage performers have learned how to take advantage of their body, face, eyes, and space.

8. ***Balance***

Maintain physical balance. There's a subtle difference in the respect awarded those who stand tall and speak with their weight equally balanced on both feet. You lose none of your warmth and appeal by standing tall. You gain stature and a sense of power. It is fine to move, but do so with a purpose. Do not wander aimlessly, pacing and creating a cadence of movement. This becomes monotonous, wears down your audience, and renders the presenter far less effective.

9. ***Involvement***

Involve the audience. Be sensitive to the audience's needs. Get to know them before you speak. Find out what their individual interests are. Weave that into your presentation. Balance your emphasis between content and relationships, facts and feelings. We, as presenters, must strive to answer the multiple needs of an audience. Create a balance of information and entertainment.

10. ***Practice! Practice! Practice!***

This is the most important rule of all. **Practice - Practice - Practice.** Never take a speaking engagement lightly. If you are to do your best, you must practice. Some presenters fall into the trap of winging it. The danger is that sometimes "wingers" do a great job. So, they assume they are most effective with no practice. Ask Jack Nicklaus, Michael Jordan, Billy Graham, Tiger Woods, Liddy Dole, Colin Powell, Jerry Seinfeld, or any star salesperson you know -- the greats practice! No exceptions.

11. ***Get Rid of Your Need to be Perfect***

Perfection is an impossible objective. Replace "perfect" with "be my very best." Being perfect is impossible—don't attempt it!

12. ***Rehearse Q & A***

When a question and answer period is appropriate, rehearse the Q&A session just as diligently as you do your talk. If there is the possibility of controversy or tough questions, identify the five toughest questions you could be asked and prepare a rehearsed answer for each.

13. ***No Booze – No racy material – No obscene language***

Booze will **not** make you sharper. It is a very treacherous friend. Off-color material and 4-letter words are not necessary. They will offend someone in every audience. There are too many good words in the English language that will represent you well. Don't resort to cheap laughs and uneasy applause.

14. ***Practice . . . some more***

. . . and confidence will travel with you.

You can do it!

Ty Boyd is a businessman, speaker, teacher, coach, and author. He is founder of the Excellence in Speaking Institute[®] (ESI) and is author of *Visions From the Leaders of Today and Tomorrow* and *The Million Dollar Toolbox*. He can be contacted at information@tyboyd.com or 1-800-336-2693.

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