



# What's the Story?

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## How to improve your confidence & self-belief

**Working with 7000 delegates in 29 countries has taught us there is one thing that improves the confidence and self-belief of presenters: Finding the message they want to deliver.**

Here are 5 tips to help you find your message:

1. Have you something new to say? If you're bored by what you're delivering, you can be certain your audience will, too.
2. We live in a world of instant messaging – why should a presentation be any different? Get to the point quickly – show the benefit to your audience.
3. Can you articulate your core message without the use of a slide deck? If the client can't make the meeting, can you deliver a meaningful summary in an instant?
4. Have a structure to your message – a beginning, middle and end. It needs to be entertaining and valuable to your audience. Use the power of stories to help you make your case.
5. Rehearse, rehearse, rehearse. There is no substitute for knowing your message. Don't rely on heavily worded slides to act as your prompt. Remember, a presentation is not a reading lesson.

The stakes are high. People who gain a reputation for being good presenters are looked up to by their peers and get promoted earlier.

Get our FREE guides [“How to write a presentation/speech”](#) & [“10 tips on storytelling”](#)

## Choose your words carefully

**Have you ever wondered how to open a presentation when you don't know any of the audience?**

Former UK Home Secretary, Michael Howard was due to speak to prisoners at Wormwood Scrubs, but didn't know how to address them. “Distinguished guests” didn't seem right, nor “My lords, ladies and gentlemen”.

In the end, Howard went with “May I say how delighted I am to see so many of you here today.”

## The real value of feedback

**Have you ever considered asking for feedback following your speech or presentation?**

At every workshop we ask our delegates to feedback what they liked and didn't like about our training. We learn a lot that way!

It also allows us to continually evaluate our training portfolio to ensure it delivers what our market requires. Delegates tell us they value seeing themselves in action and getting feedback from two trainers.

How about rehearsing your message in front of colleagues or friends and if you did, what do you think their feedback would be? With today's technology you could even record your presentation on a mobile phone and share the video for feedback.

Our new training portfolio for 2017 now includes all the benefits from delegate feedback, so why not [click here](#) to find out how you can raise the bar next year....

**Good luck with your stories, presentations and pitches in 2016**

Barry Graham & Sally Clare



Speakers' Corner  
Helping people deliver  
their best stories