

EFFECTIVE PRESENTATIONS

Frontline Leader Snapshot

Delivering information effectively is a crucial skill for leadership success. The ability to organize your ideas to create coherent and convincing oral presentations is an important communication skill. Whether you are planning a keynote presentation, training a new skill, or leading the 5-minute shift update, adequate preparation will be key to your success.

Evaluate yourself to understand the category that best describes you as a speaker:

<u>Category</u>	<u>Characteristics</u>
AVOIDER	Does everything possible to escape from having to get in front of an audience. May seek careers that do not involve making presentations.
RESISTER	May have strong fear when asked to speak. When required to speak, may do so with great reluctance and considerable pain.
ACCEPTER	Will give presentations as part of the job but does not seek those opportunities. Occasionally give a presentation and feel they did a good job. May even find that once in a while they are quite persuasive and enjoy speaking in front of a group.
SEEKER	Looks for opportunities to speak. Understands that anxiety can be a stimulant which fuels enthusiasm during a presentation. Work at building their professional communication skills and self-confidence.

When faced with making a presentation, consider the following tips for **reducing anxiety**:

- **Organize** – Knowing your thoughts are well organized will give you confidence and allow you to focus energy into the presentation
- **Visualize** – mentally rehearse delivering your presentation with enthusiasm, fielding questions with confidence, and leaving the room knowing you did a great job to help focus on what you need to do for a successful event
- **Practice** – practice delivering your presentation standing up, as if an audience were in front of you
- **Breathe** – when our muscles tighten and we feel nervous, we may not be breathing deeply enough. Sit up, erect but relaxed, and inhale deeply a number of times
- **Focus on Relaxing** – tell yourself on the inhale, “I am” and on the exhale, “Relaxed.” Try to clear your mind of everything except the repetition of the “I am relaxed” statement and continue the exercise for several minutes
- **Release tension** – As tension increases and muscles tighten, nervous energy can get locked into the limbs causing your hands and legs to shake.

Please refer to your Frontline Leader Workshop Manual titled “**Presentation Skills**” for more information and tips to help with your leadership skills during this challenging time.