

***WINNING BUSINESS
PRESENTATIONS™***

MINI-COURSE

PART FOUR

by

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Winning Business Presentations™ 7 Part Mini-Course

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Welcome to **Part Four** of your **Winning Business Presentations™** Mini-course.

In **Part Four** we look at **the biggest** mistake that people make in presentations and how you can avoid making it in yours.

Many years ago when I was teaching physics I worked with students who were sight-impaired and had the privilege to work with a wonderful woman, I'll call her Joan - because that was her name - who was amazing at connecting with these youngsters. She seemed to sense exactly where they were coming from and she was an enormous help to me in my lessons. Joan was very organised, and I say "was" because I've lost contact with her now, and she would always remember birthdays and anniversaries and buy little presents for people.

For her fortieth birthday her husband, Martin, bought Joan some golf lessons and she got bitten by the golf bug! She found out she was good at it and she absolutely loved it. She began to spend all of her free time playing and improving her handicap and she would come back into school talking about the fabulous golf courses she'd played during her holidays with her new friends— women who shared her love of the game - and Martin became a "golf widower", although he wasn't too bothered because he could go fishing.... (someone said maybe he'd introduced her to golf knowing what would happen!)



Anyway whenever Joan came back from one of her golfing trips she would always bring back a little present –and it always had to do with golf either directly or indirectly. I got a tin of biscuits once with a picture of the 18th hole at St. Andrew's. Although I do watch the Ryder Cup and The British Open now and again I have to admit I'm not a great fan of golf but they were very nice biscuits and it didn't really bother me. But eventually many people started to get fed up because they didn't share Joan's passion.

Every birthday card, postcard or anniversary card she sent, every present she gave, had something to do with golf.



And I was in the staffroom one day and Joan wasn't there, when a friend of mine, Anne, almost screamed in frustration "I know it's the thought that counts but I'm sick and tired of bloody golf! I hate the game. Why can't she just get me a card with flowers on?"

I thought at first that she was being a bit ungrateful but Joan was making the same mistake that many presenters do. She wanted to give cards and presents that were important for her but she didn't give any thought to the person who was receiving it. You may know people like Joan – who are obsessed with maybe their football team and get everyone presents in the club's colours, or are petrol heads and everything they buy for others is to do with cars..... you know what I mean and people on the receiving end eventually get fed up to the point where I heard one colleague say " I wish she wouldn't bother". Now it probably would have been better if someone had actually told her how they felt but they didn't want to hurt her feelings and I admit I didn't either.

Joan was so tied up with her love for golf that she didn't even appreciate that others found it annoying and this lack of awareness ended up with people becoming more irritated with her.

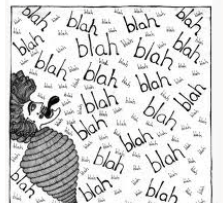
And it was strange because inside the classroom she was able to see things from the youngsters' point of view all the time but that didn't translate to the staffroom.

In the same way that Joan was switching off her colleagues by not recognising their different needs so many people who present switch off their audience.

In the same way that Joan gave golfing presents regardless of whether or not people wanted them, many speakers say what they want to say, regardless of whether or not it's what their audience needs or wants.

Have you ever been listening to a speaker and all they go on about is themselves?

I was at a conference event a couple of weeks ago and attended a seminar given by a bloke, who shall remain nameless - mainly because I can't remember his name -who just bombarded us with information about how wonderful he was, how remarkable his business was, how great his product is and why we needed it. He rattled on without pausing for breath. People were shifting in their seats, fidgeting, texting on their mobiles, many had their eyes closed and several walked out before the end. And the speaker continued, without any change, for 42 minutes, I think he probably would have continued if there had been no-one there.



He had something to say and he was going to say it regardless of how the audience reacted. Maybe you've experienced the same sort of thing?

In the same way that Joan was unaware of how people felt about golf, this guy had no awareness of how his message was being received because he was making **the** biggest mistake that people make when presenting.

I sit through so many presentations at various different levels and in different situations – by bidding teams, sales pitches, in workshops, keynotes at conferences, 10 min slots at networking events, 1-2-1 meetings and so many of the presenters make the same mistake as the bloke in the seminar and they

really don't realise the detrimental effect it has on the outcome. And it's often done with the best of intentions.....

So what is **the biggest** mistake that people make in presentations?

The biggest mistake is

thinking that the presentation is all about you as the presenter

because it *really* isn't

Your "presentation" is all about your audience

It's not about what you want to say to them – ***it's about what they need to hear from you***. It's about what they need to "get it" and how it needs to be delivered to them so that they do, whatever the context of the presentation.

Like anything else, if you want to get really good at this it takes a lot of practice and you have to develop awareness, knowledge and understanding of the different ways that we take in and process information, as well as how we communicate most effectively, which is what the ***Winning Business Presentations™ Training Programme*** is all about.

If you only take one thing away from this course, and I hope you'll take lots more, then taking this and using it will transform the way you present because the vast majority of presenters, even some with an international reputation, do not do this.

This is so important that I'll state it again :

Your "presentation" is not about you – it's all about your audience

because when you get this, when ***you really get this*** , it completely changes your perspective and you deliver your business message from a totally different standpoint.

Your Fourth Action Challenge:

Think of a short “presentation” you have given either recently or in the past.

a) Write down what you said, as far as you can remember.

b) Now flip this over and think about sitting in your audience whilst you’re waiting for the presentation to begin.

What do you want to know? What would you want to get from listening to you?

c) Now compare a) and b). What do you notice?

d) So what will you differently next time?

Because remember not everyone likes golf like Joan does... or football, or cars.....

Until next time,

Kind regards,

Cath

In Part Five we look at ***The Number 1 Presentation Success Killer*** and how you can avoid it whenever you present