



Presentations

Being able to write, create and deliver a presentation is an important employability skill.

Inspirational speakers

Think of five people you know who have delivered inspirational speeches. These may be famous examples or less well-known examples of singers, politicians, sportspeople, artists or ordinary people who have made a big impact on you.

- 1.
- 2.
- 3.
- 4.
- 5.



Now watch the following speech and write a short paragraph on what you think makes the written content and verbal delivery so effective.

Emma Watson speaking at the United Nation's HeForShe Campaign in 2014:

www.youtube.com/watch?v=gkjW9PZBRfk

Tips for a successful presentation

- 1. Make your presentation visual.** Avoid using lengthy sentences and instead use images, charts, graphs or videos to catch your audience's attention.
- 2. Show passion.** The most important thing about a presentation is to connect with your audience and to show you care about the topic you are talking about.
- 3. Start strong.** The first two minutes of your presentation are crucial, you need to grab your audience's attention. Remember to always introduce yourself.
- 4. Make eye contact.** You might feel nervous but making eye contact will build-up rapport with your audience and help them to connect with you and your presentation.
- 5. Smile.** By smiling you will feel less nervous and it will help your audience relax too.
- 6. Tell stories.** Avoid overcrowding your presentation with facts and numbers, instead use stories that will help your audience to engage and relate with your message.
- 7. The rule of three.** Studies have shown that people will remember three things from your presentation. Build your presentation around your three most important points.
- 8. Practise.** The more confident and comfortable you are with your ideas the better you will come across.
- 9. Speak slowly.** When you are nervous you will be tempted to speak quickly. Take a few deep breaths before you start and remember to pause.
- 10. Prepare answers to expected questions.** Although you can't predict what questions you will be asked, it's a good idea to think of answers to expected questions ahead of the presentation.
- 11. Be confident.** Remember that your audience want you to do well.



Activity: Writing a presentation

Write a five minute presentation on one of the following two topics:

1. One thing I would change about the world and why
2. What your dream job is and why

Introduction

An introduction to you and your chosen topic

Outline your topic

Outline your topic and why it is important to you

Detailed examples to support your topic

Provide examples about your topic to support your points

Closing statement

What is your final message from your presentation?

Conclusion

30 seconds to thank your audience

Questions

Prepare four questions that your audience might ask you about your topic

- 1.
- 2.
- 3.
- 4.

Record your presentation and send it to us at wfw@literacytrust.org.uk to receive some expert advice from industry experts.