

## 5 Must-Knows About Making a Strong Presentation

*Summary: Strong **presentation skills** are practically a requirement for any professional seeking to advance their career graph. To make your career work for you, you must know how to connect with people and deliver ideas with clarity and conviction. This article covers the basics of making a strong and effective presentation.*

If your position requires you to frequently conduct presentations, there is no argument that you must know how to give a presentation persuasively. There is also no barney that strong business presentation skills and steep career growth are directly proportional. However, public speaking is consistently ranked as the number one fear that people harbor.

**"According to most studies, people's number one fear is public speaking. Number two is death. Death is number two. Does that sound right? This means to the average person, if you go to a funeral, you're better off in the casket than doing the eulogy."**—Jerry Seinfeld

From my experience of conducting presentation skills training program for over 1000 people, I have identified 5 tips that will help you to convert your fear to positive energy:

1. **Be Organized:** A good presentation begins with raw data and well-researched information and is augmented by personal opinion and colourful language. In short, a successful presentation has a distinct personality that's structured and timed extremely well.
2. **Remember The Three C's:** When you're making a presentation, you must remember to speak with confidence, clarity and conviction. While nervousness is justified, it's worth remembering that as the presenter, you're the one who has control over the room, so everything you talk about must exude confidence and conviction. If you don't believe in what you're talking about, neither will anyone else. And remember to enunciate!
3. **Make it Personal:** Oral traditions and story-telling cultures continue to thrive to this day because as human beings, we connect with each other through the stories we share. To keep things interesting, and the audience engaged, support your presentations with your own anecdotal evidence. Share the process, the results and what you've learned from them, and for added measure, use humor to drive home the point you're trying to make.
4. **Review the Details:** Deliverance is always in the details. If you're using visual aids and slides, remember to keep things subtle. Pick a background color that's not too loud or too bright and use simple, sans-serif fonts. The idea is to make the audience focus on you and the information you're sharing, not distract them from what really matters. By the way, skip the bells and whistles as well. While it's tempting to add in graphics and fades between slides, there is such a thing as overkill.
5. **Practice, practice, practice:** And then go back and practice some more. Regardless of whether you're an expert in your field or know all the statistics like the back of your hand, stage fright is a very real thing. The more you practice, the more familiarity you'll develop with your content and be able to time it better. This is the time to decide whether you'll want to leave room for audience questions or go straight through to the end.

Of course, if you are still stymied, signing up for soft-skills training with a focus on corporate [presentation skills training](#) will help you immensely in gaining the confidence you need. There are several organizations out there that offer these training courses, so do not hesitate to ask for help at the right time.