



BE A
**COMMUNICATION
EXPERT**

▶ **12 tips to give
an A-list presentation**

**1 LISTEN, STUDY,
LEARN**

Your words are more valuable when you have a wealth of knowledge so keep on reading and analysing information.

**2 GIVE
REFERENCES**

Not being able to name the source of your information means you are either making things up or don't really know what you're talking about.

**3 BE
ARTICULATE**

Set yourself a challenge to look up and understand a new word every day. Aim to use some of the words you learn in your presentation.

**4 GET
ORGANISED**

Create and fill a digital storage folder for all the topics you're passionate about. Then use pens, paper and crayons to map ideas.

**5 STUDY
YOUR AUDIENCE**

Research your audiences' economic status, age and culture. Get a handle on their hopes and dreams so you really connect with them.

**6 BE
AN 'ATHLETE'**

Practice every day and develop the mindset of a champion so that presenting with confidence becomes second nature.

**7 ALTERNATE
YOUR AUDIO**

Monotone speakers are the worst to listen to! Change your volume, speed and pitch so your audience doesn't lose interest.

**8 PICK
A 'POWER'**

Are you funny, passionate, encouraging or thought-provoking? Discover your superpower and harness it when presenting.

**9 TELL
A STORY**

Research your audiences' economic status, age and culture. Get a handle on their hopes and dreams so you really connect with them.

**10 ARGUE
YOUR CASE**

Present a coherent series of facts and statistics that state your case and point in a common direction that backs up your argument.

**11 USE
ANALOGIES**

If a picture tells a thousand words, then an analogy brings a thousand truths. Use analogies to connect with your audience.

**12 PROVOKE
ACTION**

At the end of every speech, encourage your audience to take decisive action. Get them inspired and you will be remembered!