How can I develop presentation skills that will move a business audience to action and perhaps enhance my career?

How to Deliver an Effective Business Speech or Presentation

By John G. Schroeder

The Publisher Says . . . Deliver your presentation like a pro. This article shows you how to conquer the fear of public speaking and prepare yourself to deliver an engaging and persuasive business speech or presentation. Learn, too, how to use supporting visuals and presentation equipment for maximum impact on your audience.

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INTRODUCTION

If the mere thought of delivering a business speech makes your palms sweat and your throat go dry, then take heart. You're not alone. Fear of public speaking is a nearly universal condition — one that's as old as history itself. Demosthenes, one of the great orators of ancient Greece, reportedly was jeered off the stage when he gave his first speech. But with practice, Demosthenes learned to turn a personal weakness into an enduring strength. You can, too.

In fact, you owe it to yourself to focus on improving your abilities as a presenter. Why? Simply because most companies consider public speaking an essential skill. To advance as far and as fast as you can in your career, you need to be able to make persuasive presentations before key audiences including your coworkers, colleagues, company executives, business groups, and the community at large.

What's more, becoming a polished speaker can set you apart from your peers. After all, they probably don't enjoy delivering speeches any more than you do. So if you put in the time and effort to improve your presentation technique, it might just become the skill that helps you stand out in a crowd.

And here's the best news: You have technology on your side — technology that orators of old could only have dreamed about. You don't have to become a modern-day Demosthenes, stuffing your mouth full of pebbles and shouting over the roar of ocean waves in order to improve the quality of your voice. Instead, you can learn to use microphones, electronic visuals, recording devices, and similar gear to help make your point and persuade your audiences.

But you DO have one important thing in common with Demosthenes. If you want to improve your speaking skills, you have to start with an effective plan — and follow through. It's going to take a fair amount of work and commitment on your part. So if you're smart, you'll get started right away. This e-book will put you on a productive path and show you how to increase the return on the time you invest in becoming an accomplished speaker.

FIRST THINGS FIRST: PREPARE THE MESSAGE

The first step in making a good presentation is to nail down your message. It sounds elementary, but don't let anxiety over GIVING the speech keep you from getting to work on WRITING the speech.

The reason is simple: Writing takes time, and if you don't plan accordingly, you could find yourself sweating over the draft, rather than honing your delivery technique, in the days leading up to the presentation.

A well-prepared speech draft is an invaluable practice tool. It allows you to increase your familiarity with the message — and familiarity breeds confidence.

Write for Your Audience

So, what's the best way to write a speech? Start by analyzing your audience: Think about who they are, what they know, what they're expecting to hear from you. Often, the person who invited you to speak can provide details about the audience that will help frame your message.

In many cases, you'll be asked to speak on a particular topic. When the topic is left up to you, you can narrow the search for ideas by scanning current business publications, trade magazines, even your own company's

internal publications, or speeches published on the company Web site.

In either case, remember to use what you've learned about the audience to adjust your message points in a way that listeners will find appealing. If you're presenting information about a new product, for example, the tone and content of your message should vary depending on whether you're speaking to the company sales force, a group of senior executives, or an industry trade group.

Ask for Feedback

Often, it's a good idea to fine-tune your message points by starting with an outline or a one-paragraph speech abstract. Ask for feedback early on — from your supervisor, from trusted colleagues, from the one who extended the invitation to speak — in order to take advantage of their experience and resources.

When writing your first draft, follow the time-honored structure of a solid business presentation:

● Tell your audience what you're going to tell them.

● Tell them.

● Then, tell them what you told them.

It's important to remember that you're writing words intended to be heard, not read. That's why you want to provide an audible roadmap that lets the audience know where you're headed, then gives them the details, and finally wraps up with a reminder of what they've just heard. It may seem repetitious to structure the speech this way, but you'll actually be doing your audience a favor by making your message easier to understand and remember. (You can do yourself a favor, too, by reading your words aloud as you write. This will help you identify tongue-twisters and serve as a constant reminder to keep your sentences short.)

One final tip about preparing the draft: Don't procrastinate. You can expect to spend anywhere from 20 to 30 hours to write a 30-minute speech. So don't wait until the last minute, or you may find yourself scrambling to find time to practice your presentation.

CHOOSING A VISUAL MEDIUM

Business presentations are often enhanced by the use of visuals. But there's more than one way to get your point across effectively — so think through your choice of medium to insure that your visuals are suited to the audience and the venue.

Presentation Software

Today, the gold standard in presentation graphics is Microsoft® PowerPoint® (or similar presentation software programs). With a little practice, the software is easy to use, and it gives all of your on-screen images a professional look and feel. The slides you create can be revised easily, too, allowing you to correct errors on the spot, or to incorporate up-to-the-minute information. In addition, the software offers a variety of projection options: You can show the slides on a laptop computer or have them projected onto a huge screen, making your presentation suitable for an audience of one or one thousand.

Overhead Transparencies

In some situations, overhead transparencies are an equally effective way to support your presentation. Overheads are particularly useful in intimate settings such as conference rooms, classrooms, or small meeting rooms. They offer a couple of important advantages over software-based visuals: Overheads require very little technical skill to prepare, and they give you the chance to "get involved" with your visuals. You can jot notes on the

overheads as you go, and thereby enhance the immediacy of your presentation.

Flip Charts and White Boards

Flip charts and erasable white boards or chalkboards also are useful ways to incorporate visuals, especially when you want to encourage interaction with the audience. They're great for brainstorming and similar activities. But they have drawbacks, too: The visuals you create won't be permanent, and they'll be difficult for a large group to see, so in general, flip charts and white boards should be used judiciously in business settings. To increase their usefulness, you can consider asking a colleague to help you capture thoughts on the board or chart, allowing you to focus on your interaction with the audience.

Props

Along with presentation graphics, don't overlook the potential of physical props as a way of driving your point home. A large ball of string, for example, could be used to emphasize the "ties that bind" to audience members. You could display an oversized arrow, to help make a point about a "targeted" media campaign. Or you might bring along a stuffed animal, to draw attention to the "pink elephant" in the room that no one dares mention.

PREPARING YOUR VISUALS

Visuals can make your business presentation much more effective than if you rely on spoken words alone. According to some studies, visuals can increase the audience's retention as much as 80 percent. You may find that a simple symbol or graphic such as "The Circle of Success" or "The Pyramid of Performance" is a particularly useful memory aid.

When preparing your visuals, remember that less is often more. The material you present on screen should not

duplicate the contents of your talk. Instead, limit the visuals to a handful of key points — the information that you really want the audience to remember. You can also make on-screen material less distracting by using a template: Each slide or visual should have the same background design and color scheme.

Here are some other important tips to keep in mind:

● Make each visual easy to grasp "at a glance."

● Include no more than seven or eight words on each line.

● Use no more than six or seven lines of type on a single slide.

● Pay particular attention to how numbers are used on your visuals.

● Round off numbers, to make them easier to comprehend (e.g., "98%" instead of "97.78%").

● Avoid using detailed tables packed with numbers.

● As an alternative to data-laden tables, present key data or statistics in graphic form.

● Choose the type of graphic according to the point you want to make with the data: Pie charts to divide a whole into component parts; bar charts to show relationships between two or more things; line charts to show trends over time, frequency, or correlation (relationship between variables).

Remember to make all the elements on your visuals bold, bright, and easy to read. And if you're unsure how to turn your data into professional-looking charts and graphs, get professional assistance. Otherwise you're likely to waste a lot of valuable prep time — or worse, you'll wind up with amateurish results that undermine your credibility as a speaker.

Whether you're using flip charts, overheads, or PowerPoint slides, you may want to consider creating "cheat sheets" to enhance the effectiveness of your presentation. For flip charts, you can lightly trace your key points in pencil ahead of time. Then, when you're delivering the presentation, simply retrace the penciled words in bold fashion with colored markers. For overheads, use the opaque "frame" portion of the overhead, or your separation sheets, to jot down notes about the points you want to make. Then write directly onto the transparency during the presentation. With PowerPoint slides, you can use the "speaker's notes" feature to jot down a set of talking points for each of the visuals in your presentation.

PRACTICING THE TALK

Once your speech draft and visuals are ready, you should start practicing your delivery out loud. Don't just scan the text as you flip through the visuals. You should actually SPEAK the text, and edit the draft based on what you hear. If a particular phrase trips you up, then re-write it in a way that's easier to say.

Formatting the Script

You can increase your comfort level by formatting the script properly. For example, try bumping up the point size of the text. Then, narrow the margins on the page, and double-space between the lines. These formatting techniques will make the material easier for you to read when you're holding the script at arm's-length. Also, be sure to include slide cues and pacing and inflection "reminders" in the text: Boldface or underline words that you want to emphasize when speaking, and use ellipses (...) to break long sentences into more manageable chunks.

Use Technology to Enhance Practice

It's always a good idea to tape record or videotape your practice sessions, so that you can review the performance and identify specific areas that need improvement. Use the tape to identify any nervous habits: Perhaps you tend to rock back-and-forth when you speak, for example, or shift your weight from one leg to the other. Perhaps you pepper your sentences with "uhs," "you knows" or "anyways." Perhaps you flick your hair ... or fiddle with buttons or your eyeglasses. Any of these habits can be distracting to your audience, so when you're reviewing the videotape, make a list of the things you notice. Then, concentrate on reducing or eliminating a particular type of fidget each time you practice.

You may find it's helpful to use a metronome to practice the pace of your delivery. Set the metronome to a slow speed, and begin speaking. It's a great way to experiment with the length of your pauses: Stop speaking sometimes for two beats, and sometimes three. See which approach feels and sounds the most natural to you. Better yet, present your talk in front of a "practice" audience (such as family or friends) and ask for their critique.

When you're making dry runs, be sure to time your presentation. If necessary, edit the text to stay within the slot you're assigned on the meeting or conference agenda. How often should you practice? That depends on the length of your presentation and how familiar you are with the material. For a 30-minute talk, you should probably plan on doing four or five rehearsals. Use your initial run-throughs to polish the message. Then during the "final" couple of practice sessions, concentrate on your speaking pace, inflection, and energy level to help make your words come alive for the audience.

DRESS FOR SUCCESS

The first impression you make is an important one, so put some thought into the image you want to project when you take the stage — and dress accordingly.

In most business settings, it's a good idea to wear a suit, because it will add to your authority as a speaker, especially before a large audience. Choose a dark color — navy or charcoal gray — if you want to emphasize the authoritative image. Or go with light or neutral shades in order to soften your image.

But be careful in deciding what to wear. A business suit can set the wrong tone in some situations. If you're presenting to a group of software developers, for example, a suit could send the signal that you don't "get it." You might wind up losing the audience before the presentation even begins, because they'll see you as a stuffed shirt — someone who doesn't understand that IT professionals tend to look at the world from their own unique point-of-view. When in doubt about the appropriate way to dress, ask for pointers from the person who extended the invitation to speak.

Fit is an important consideration, too: You want to be comfortable on stage, so wear well-tailored clothes — not too tight, not too loose. And pay particular attention to the shoes. Pick a pair that's comfortable, without appearing too casual. Finally, keep the jewelry to a minimum, to avoid distracting your audience.

PRESENTATION TECHNIQUES

Yogi Berra, the Hall of Fame catcher for the Yankees and beloved baseball philosopher, once noted, "You can observe a lot just by watching." What's true from the dugout is also true when you're sitting in the audience at a

business presentation: You can pick up valuable tips about how to deliver a speech effectively — as well as learn what to avoid — just by watching other speakers' techniques.

You'll note that the best business speakers have developed a presence on stage. They aren't just trying to rattle off information. They work hard at engaging the audience ... creating a bond with everyone in the room. You can, too, by taking a few tips to heart whenever you step up to the lectern.

First things first: Settle into a comfortable stance before you begin to speak. Your chest and shoulders should be erect, and your weight evenly distributed over both feet, with your knees slightly flexed. Make a conscious effort to avoid shifting your weight from one leg to the other as you speak.

Opening Moves

You'll go a long way toward engaging the audience if you start by entering their space. It's simple to do: Just move out from behind the lectern, and take a step toward the audience. Then give a brief preview of your "take-away" message, and take a moment to set the ground rules. If you're willing to take questions during your presentation, say so right up front. Or if you'd prefer to hold questions until the end, then ask for that courtesy before you begin.

Once you've established this rapport with the audience, you can then step back to the lectern to continue. If you choose to move from behind the lectern occasionally during your presentation, remember to keep the movement as natural as possible. Don't pace. In fact, you may want to mark specific points in your script where you intend to break away from the lectern.

Using Your Hands

As you speak, remember to keep your hands in natural positions. Avoid clutching the lectern — or your script — in a death-grip. Don't dig your hands into your pockets, or link them behind you ...or clasp them in a "fig leaf" position in front of you. Don't stand with your arms crossed or twiddle your hands nervously. Instead, lay your hands palms-down on the lectern when you're not using them to turn pages. Remember to gesture occasionally, using broad natural motions to emphasize a particular point.

Eye Contact

It's also important to work on eye contact: You should look up from your script, early and often, while you present. But don't "pan and scan," turning your head in a semi-continuous motion. Instead, pick out one audience member, make eye contact, and hold it for a second or two before looking back at the script or turning to another audience member. If you're presenting in a large room, pick out clusters of people in different parts of the audience where you can settle your gaze. And never, ever present while facing the screen, with your back turned toward the audience. (Even if you're using a white board, it's a good idea to stop speaking while your back is toward the audience.)

Voice Dynamics

Remember to vary your volume and tone while speaking, too: Raise your voice occasionally, in order to emphasize important points ... and try lowering your voice, as well, to a near-whisper. This technique can be an extremely effective way to grab attention. Practice your speaking pace so that you average about 125 words per minute for a speech that's brisk without overwhelming the audience. And be sure to time your presentation when you practice, so that you know you can finish on schedule. If necessary,

edit your script or adjust your speaking pace to keep the presentation within your assigned time slot.

You'll also notice that accomplished speakers have all learned to use pauses strategically. You can, too: Just remember to take a breath before making a key point ... create eye contact with one or two members of the audience ... and then deliver the message with passion and conviction.

Memory Aids

As you grow more comfortable with making business presentations, you may find that you can rely less and less on a prepared script. That's particularly true if you learn to move with the words as you practice. This gives you the chance to form a mental association between text and gesture; the movement actually gives you a way to jog your memory. Movement can even help if your mind goes blank for a moment. Simply pause, move away from the spot where you're "stuck" ... and allow that motion to bring your words back to mind.

In addition, some speakers find that it's helpful to use mental images as a memory aid. You can create a "map" of your remarks in your mind, linking key points in your presentation to things you know very well — such as the various pieces of furniture in your living room. Then, when you deliver the presentation, you just "move around the room" in your mind to recall all the key points you intended to make.

ROOM SET-UP

While practicing delivery techniques is an important part of becoming an effective business speaker, it's not the only part of the presentation over which you have control. Whenever possible, you should verify that the venue for your presentation is set up the way you expect.

Checking the Site

As soon as you arrive on site, check to see whether the number of seats matches the expected size of the audience, to avoid staring out at empty front rows. Ask to have the room arranged so that the primary entrance and exit are at the rear, to minimize disruptions while you're speaking.

You should also plan ahead to do a technology check. For example, if you're speaking to more than 30 or 40 people, you should use a microphone. You'll need to make sure you know what type(s) of microphone are available (lectern, hand-held, or lapel), as well as whether the microphone and other audio-visual equipment (lighting, projector remotes, etc.) can accommodate your movements away from lectern.

Other items to check, depending on your plans, include:

● Lighting: Will a spotlight be in use? Are the room lights dimmable?

● Overhead projector: Does the bulb work, and is a spare readily available? Are the projector lens and image table clean? Are there pens/markers and spare overlays available?

● Flip chart: Is the easel stable and secure? Do you have plenty of paper? Are there marking pens, with plenty of ink? Do you have blank sheets to slip between the charts you've prepared in advance?

● Slide projector/Laptop projector: Does the bulb work, with a spare readily available? Do you know how the remote works? If crew members are advancing your slides, do they have a script of your presentation with cues inserted?

Tip: If you're using PowerPoint, save a copy of your presentation to a flash drive or CD-ROM, and bring it as a

back-up to your laptop computer. To be extra safe, bring along a set of transparencies, too, so that you don't have to worry about whether a computer's "blue screen of death" will ruin your presentation. And practice using both presentation mediums, so you're equally comfortable with your back-up graphics, should a technological breakdown occur.

If time permits, you should always test your visuals ahead of time, in the room where you'll be making your presentation. Even if there's no time for a complete run-through, try to at least visit the room, to increase your comfort level when you take the stage.

Testing, Testing

The room set-up is just as important as making sure all the equipment is in working order. You want to keep the focus on you and your presentation, so be sure to take steps to manage what your audience sees on the screen and stage.

Here are some pointers to keep in mind:

● Arrange to have all of your props, flip charts, projectors, or other equipment in place before you walk up to the lectern.

● Position projectors — especially overhead projectors — so that the audience doesn't have to peer around the machine in order to see the screen.

● Raise the screen or the easel up high so that it's easy to see.

● Place the screen at a 45 degree angle to the audience, and to one side of the stage, so you're not competing with visuals for attention.

You should also plan ahead to manage the "gaps" during which you don't have new visuals to present.

● If you're using PowerPoint, prepare a "transition" slide (e.g., displaying the meeting theme or logo) that you can show on screen before or after your "content" slides.

● If you're using an overhead projector, turn it off during long segments between new visuals.

● Similarly, you should flip to a blank page on a flip-chart ... or erase the writing on white board ... to avoid having "old" visual information detract from your current message.

If you're planning to provide handouts, wait until the conclusion of your talk to distribute them.

Don't leave any of these set-up details to chance: Practice ahead of time so that you get a feel for the equipment (whether it's a flip chart, a white board, or a projector). And remember to keep the presentation area clear: Make sure cords are out of the way and secure, and store handouts, props, and other items where you can't accidentally knock them over or trip on them as you move about the stage.

One last set-up tip: It's always a good idea to provide your own written introduction to the person who'll be introducing you. That way, you increase the chances that your presentation will get off on the right foot. The information is sure to be accurate, and you'll have greater control over the content.

HANDLING QUESTIONS AND ANSWERS

Business presentations often include a question-and-answer (Q&A) segment. However, in most cases, you'll be doing yourself a favor if you ask the audience to hold their questions until the end of your talk. Make that request early on, soon after you take the stage, in order to minimize spontaneous interruptions from your audience.

Opening the Floor

When the time comes to call for questions, you can encourage true interaction with the audience by the way you open the floor. It's more effective to say something like, "What questions do you have?" or "We have some time for your questions ... who'd like to go first?" ... rather than leading into the segment with a brusque comment like "Any questions?"

Maintaining Order

You should also raise your hand, as you invite the first question. This simple gesture indicates that you intend to call on questioners with upraised arms, rather than having questions shouted at you "news-conference" style. It's an effective way to help you maintain order. When you call on an audience member, don't point to the individual. Instead, use a non-threatening full-arm motion, with your palm up, to indicate who goes next.

Other tips to keep in mind: Be sure to listen to the question in full before beginning your response. If necessary, clarify the question by repeating it in your own words. Then pause briefly, to collect your thoughts and mentally outline the answer you want to give. Remember to keep the whole audience involved during the Q&A segment. You should maintain eye contact with the questioner as you begin to present your answer, but then look away, and connect with other audience members as you continue.

If possible, try to anticipate questions you're likely to receive, and think ahead of time about the answers you'll give. You can even jot notes, or prepare visuals to help you remember to make key points.

Sometimes, of course, you'll be asked a question that you don't know the answer to. When that happens, simply take a breath and admit that you're stumped. Then, if

you're so inclined, you can offer to find out the answer and respond to the questioner at a later date. (Generally, it's not a good idea to call on a colleague in the audience to help answer a question unless he or she has agreed in advance to assist you. You might wind up putting both of you on the spot!)

In some cases, you may encounter a heckler or two. The best way to deflect their barbs is to avoid losing your temper. Instead, calmly ask the hecklers to extend you the same courtesy and respect they have received. You can enlist the rest of the audience as allies, too, by noting out loud that you don't intend to respond to the hecklers' questions "in fairness to the rest of the people here who are politely waiting for their turn." If the disruption continues, you should ask your host to have the hecklers escorted from the room.

CONTROLLING ANXIETY: RELAXATION TECHNIQUES

Here's some good news if you're the type of person whose stomach starts to churn at the mere thought of speaking in public: You're normal. Even the most seasoned professionals get butterflies before they step up to the microphone. The trick, as they say in Toastmasters International, is to teach the butterflies to fly in formation.

You can develop a great deal of confidence simply by getting to know your material. That's why it's important to practice your presentation by speaking it out loud. With each repetition, you'll move one step closer to a flawless performance.

Along with practicing your presentation, you can use any one of a number of relaxation techniques to help calm stage fright. Find a quiet, out-of-the-way place near the

room where you'll be presenting. Then take yourself through one or more of these exercises:

Deep Breathing

● Inhale a deep breath, and hold it for four or five seconds. Count the seconds. Then: Exhale slowly, controlling your breath as it leaves your lungs.

● Practice what it feels like to breathe in this relaxing way.

● Consciously work on recapturing that feeling when you feel the butterflies flutter.

Isometrics

● In stressful situations, it's a natural tendency for muscles to tighten ... and limbs to lock.

● Use that sensation to your advantage, by consciously tightening and relaxing your muscles in a disciplined way.

● As you're getting ready to practice (or present), focus on your feet and toes ... and tighten and relax those muscles right where you stand.

● Move up the body, tightening and relaxing different muscle groups as you go: from feet to calves ... calves to thighs ... then, your stomach, chest, shoulders, arms, fingers, and neck.

● Tighten and relax each muscle group in sequence.

● With each repetition, try to feel the tension melting away.

Visualization

● Practice your presentation with purpose. Don't just read the script out loud. Make an effort to visualize the scene.

● Picture yourself entering the room, approaching the lectern.

● See yourself connecting with one or two members of the audience.

● Breathe deeply ... keep your knees flexed.

● Present your speech with passion and conviction.

● Imagine the audience's reaction ... and use their reactions to practice varying your volume, inflection, and speaking pace.

Along with relaxation techniques, here are some other tips to keep in mind for taming the butterflies.

● Stay well-hydrated. Drink plenty of water the day BEFORE your presentation.

● The day of your speech, stop drinking about an hour before you're scheduled to present. But have water available to drink on stage.

● Avoid coffee and caffeinated beverages — they can cause the jitters.

● Avoid alcohol and drugs to calm your nerves — they can dull your reflexes and slur your speech.

● Rather than consume a full meal, eat a banana, protein bar, or nutritious snack shortly before you present to help you sustain your energy level.

Some experienced speakers also find it's helpful if they create a personal "comfort zone": They listen to their favorite music on a personal CD player just before they're scheduled to present, for example; or they bring along a photo of their family or best friends to serve as inspiration.

AFTER THE SPEECH

If you're an inexperienced presenter, your first reaction to finishing your speech is likely to be relief. It's certainly OK to take some time to bask in the glow of a job well done. You've earned it. But it's also smart to think about ways to increase the return on the time and effort you've invested in the presentation.

First, make sure you plan ahead, to turn your performance into a teaching tool. Ask to have your speech taped or videotaped. Then, a week or two after you've presented, set time aside to critique your performance. Concentrate on your delivery technique, rather than on the content of your presentation. Look for specific mannerisms or speech habits that may detract from your effectiveness, whether it's excessive hand motion, problems with volume or speaking pace, inadequate eye contact, lazy posture, or others. Don't try to cure them all at once. Instead, pick one or two habits or behaviors to improve each time you speak.

Finding Opportunities to Speak

If you're serious about becoming a polished business presenter, then you should follow up a successful speech by looking for other opportunities to present. The experience will be helpful, because it gives you opportunities to incorporate new techniques or eliminate speaking flaws. It will also help set you apart from your peers, many of whom may prefer to work hard at avoiding presentations rather than practicing their public speaking skills.

Of course, it's not always possible to control whether you're invited to make business presentations. But you CAN create speaking opportunities for yourself, by joining a group such as Toastmasters International, or simply by volunteering to speak at community or religious organizations, family functions, weddings and dinners,

and so on. Remember: Each time you speak in public, you'll be gaining valuable experience about how to connect with an audience and how to keep your nerves under control.

Marketing Your Speech

And don't forget to extend the impact of each business speech you deliver by taking a few simple steps to get noticed. For example, you can send a copy of the presentation to your supervisor or to your colleagues, and ask for their comments. Better yet, make the text available to the editor of the company newsletter or to trade journals and industry associations. They might just agree to publish all or part of what you said — and give you another chance to shine!

RESOURCES ON THE INTERNET

Allyn & Bacon Public Speaking Website
A collection of five self-paced modules designed to help
you prepare speeches and learn about the process of
public speaking
http://www.abacon.com/pubspeak

Articles911.com
Dozens of articles available for free download under
"Public Speaking" in the categories list
http://www.articles911.com

Big Dog's Leadership Page — Presentation Skills
An essay by leadership coach Don Clark on effective
business presentation skills
http://www.nwlink.com/~donclark/leader/leadpres.html

Effective Presentations
A text-and-slide presentation summarizing research done
at UCLA regarding the effective use of slides and graphics
http://www.research.ucla.edu/era/present/sld001.htm

The Executive Speaker Company
A clearinghouse for and digest of speeches by executives,
including the link for a free copy of "117 Ideas for Better
Business Presentations" by Tom Kirby
http://executive-speaker.com

Fripp.com
Fripp Articles — free articles from award-winning speaker
and executive speech coach Patricia Fripp
http://www.fripp.com

PowerPointers.com
A collection of complimentary articles on a variety of public speaking topics, including communicating effectively, using presentation software programs, planning presentations, and communicating in your specialty
http://www.powerpointers.com

Presentation Skills for Engineers
Pointers and tips to help professional engineers improve their public speaking skills
http://lorien.ncl.ac.uk/ming/Dept/Tips/present/present.htm

StressCure.com
Special report: "How to Conquer Public Speaking Fear" by Morton C. Orman, M.D.
http://stresscure.com/jobstress/speak.html

Toastmasters International
The place to learn about Toastmasters and find a local club to practice your speaking skills
http://www.toastmasters.org

RESOURCES IN THE LIBRARY

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