

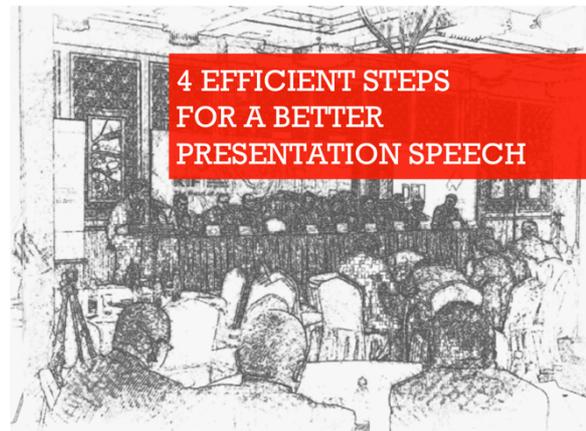
# Four efficient steps for a better presentation speech



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**We do meetings almost every day, running the gamut from informal coffee breaks to senior board-level meetings involving strategic decisions and investment case approvals. It might not be obvious at first glance, but both coffee talks and board meetings are very similar: in both cases, we have to agree (or disagree) on something.**



But why do we have a greater chance to succeed during coffee breaks, but we are ‘shaky’ during official business meetings? More importantly—how can we reduce the ‘shaky’ status and become more trustable and convincing at official meetings, so that we can achieve positive results?

First, it comes down to the fact that most of us are comfortable during informal discussions; we are relaxed, and we can control our emotions and therefore are able to structure dialog. But we tend to fail at formal meetings, due to high stress, the effort required for concentration, and tight timing. The solution to this problem can be found in speech planning.

Below we disclose four steps that can significantly improve your presentation skills and lead to the desired results:

1. Define the aim
2. Prepare a speech
3. Prepare supported visual content, if applicable (briefs, PowerPoint slides, printed copies, or even a short video)
4. Allow time to revise and rehearse

**That is, the solution to giving more professional presentation speeches – and to actually being heard properly – is to plan and practice well in advance, so you have control of what you say and how you say it.**

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