



Andrew Rondeau

Shows you the simple steps to deliver a dazzling presentation

## Andrew Rondeau

### **The Simple Steps To Deliver A Dazzling Presentation**



Copyright 2008

Materials may not be reproduced or republished in any medium without permission



## Copyright

Copyright 2008 Andrew Rondeau







All rights reserved. No part of this book shall be reproduced or transmitted by any means, electronic, mechanical, photocopying, recording or otherwise, without written permission from the publisher. No patent liability is assumed with respect to the use of the information contained herein. Although every precaution has been taken in the preparation of this book, the publisher and authors assume no responsibility for errors or omissions. Neither is any liability assumed for damages resulting in the use of the information contained within.

Copyright 2008

Materials may not be reproduced or republished in any medium without permission



## Contents

The Simple Steps To Deliver A Dazzling Presentation	1
 Copyright	2
 Contents	3
 Introduction	5
Where will you use your public speaking skills?.....	6
 Engage Them With The Content	8
What Stories Do You Have? .....	10
Structure Your Content .....	13
 Delivery	14
See, Hear, Feel Or All Three.....	15
Where Is The Passion?.....	17
Let's Do It.....	18
 Summary	21

Copyright 2008

Materials may not be reproduced or republished in any medium without permission



<b>Great Management</b> About Andrew Rondeau	23
Learn First-Hand From The World Champion Of Public Speaking!	27



## Introduction

Welcome to my unique e-book, “The Simple Steps To Deliver A Dazzling Presentation”.

I have been a Manager for over 25 years and throughout my management Career, the question I am asked the most is, 'How do you overcome your fear of public speaking?'

Public speaking causes more worry, fear and sleepless nights than anything else. Public speaking is the number one fear in the USA. Number two is death. Therefore, you could say that in the USA, there are more people who are afraid of public speaking than are afraid of dying.

In the UK, public speaking is the second highest fear, with the number one being spiders.

Public Speaking is not just about going up the career ladder. It is also, about how you present yourself.

## Where will you use your public speaking skills?

So, what are the situations where you will use your public speaking skills?

- ☐ Briefing a group
- ☐ Conducting training
- ☐ Explaining a report
- ☐ Talking with customers
- ☐ Giving a talk
- ☐ Making a speech
- ☐ Job interview
- ☐ Leading a team
- ☐ Running a meeting
- ☐ Selling a product
- ☐ Using the phone
- ☐ Contributing in a meeting

Public speaking plays an important part in numerous areas of work and life, and it is how other people judge our effectiveness.

Some individuals are born natural speakers. The vast majority are not. So you are not alone when you have difficulty in standing in front of an audience and speaking. Being nervous is inevitable.

In the majority of cases, individuals have to work very hard at improving their public

speaking skills. Public speaking is about performing and speaking is only a small part of the problem. There are visual aids and props to wrestle with, the impact of your tone and your body language and then to top it all, the dreaded question that you have not prepared for.

Communication is constant. We are sending out messages to others at all times, most of which are non-verbal. We frown for confusion, we shrug our shoulders for indifference, raise our eyebrows for surprise. The non-verbal signs are numerous.

So, how do you feel about being in front of an audience? Nervous, afraid, fearful, terrified, petrified?

The ideas in this book can be used immediately and will help you create a perfect and dazzling presentation.

**Your Personal Action plan (add the date completed yourself):**

Action	Date Completed
Which situations will you have the opportunity to use your Public Speaking Skills?	
On a rating of 1 – 10, (10 being a Master), how would you rate your current Public Speaking skills?	
Based upon your rating, what specifically would it take to get you 2 ratings higher? For example, if you rated yourself a “6”, what would it take to get you to an “8” rating?	



## Engage Them With The Content

One of the techniques I have picked up over the last 25 years, is that audiences like to hear about 'real things' which have happened, or analogies - you could call them 'stories'. Stories about your own experience, stories about your customers, stories about your service, stories you read about in the papers etc.

*Great* public speakers are *great* storytellers.

But make sure the story supports your message.

Why are you bothering to tell the story?

To get your point across.

When telling the story, your words have to become very descriptive and you have to paint a picture inside the heads of your audience.

You can have very, very powerful performances without using images, but of course, you have to keep in mind that the visual learners will not be getting things as quickly.

You might need to use oral descriptions of visual images to try to help those visual learners get what you are talking about. For example, let's say you were talking about hotel customer service, which story below sounds better.

Either:

"Once, I was driving to a hotel when I got lost. I arrived late and the hotel had given my room to someone else. What service!"

Or

"Once, I was driving to a hotel when I got lost. The road was really steep, curved one way then the

Copyright 2008

Materials may not be reproduced or republished in any medium without permission



other and it was lashing with rain. My tom-tom was telling me to go straight on but I could see the hotel. In fact I had passed it. It was now late. I was cold, tired, hungry and now livid!

And on top of that the hotel had given my room to someone else. What service!"

When I come across a great 'story', I make a note of it and file it away for future use.

Once I was at a comedy gig and the comedian said to the audience, 'could you all please turn off your mobiles phones unless you are on 'name of supplier', in which case you don't have to, as you can't get a network here anyway'.

A great, short, funny comment. I stored it away and several weeks later re-used it in a presentation I was giving to an audience of IT staff.

I knew beforehand they were having problems with their mobile phone network provider. The comment was very well received.

So, store away those simple and effective comments, because you never know when you will have the opportunity to use them.

## What Stories Do You Have?

What stories do you tell other people, friends and family?

What may have happened to you personally. At school, college, work. When you were much younger or on holiday or when you met someone for the first time.

The stories do not have to be about you or your life. They may be stories you have read or come across.

Start making notes about them.

Collate a book of stories – all ready to put into your presentations when you need them.

Several years ago, I was in the audience when the presenter told the following story:

"Derek (*made up name*) was visited by an angel who told him he was to die the next day.

He could now visit 'Heaven' and 'Hell' and choose out of the two where he wanted to go, after he died.

Derek was not happy he was going to die, but knew he could do nothing about it, so off he went with the angel to decide whether it was going to be 'Heaven' or 'Hell'.

Derek went to 'Hell' first. What a great place. People were dancing, eating, enjoying each other's company and partying all day.

He was sure 'Hell' was for him, but the angel said 'You haven't seen Heaven yet - let's go there *before* you decide'.

Derek arrived at 'Heaven'. People were reading, swimming, relaxing and the environment was quiet.

Copyright 2008

Materials may not be reproduced or republished in any medium without permission

The time had come for Derek to decide and he chose 'Hell'.

He could not wait to start partying.

The next day, as predicted by the angel, Derek died and he went to 'Hell'. He was thrown into a small cell with only bread and water to eat and drink.

Derek was not happy and called the Guard.

He said 'this wasn't like this when I visited yesterday. People were partying and enjoying themselves'.

The Guard replied, "Yesterday you were a prospective customer, today you are a customer".

The story was told at a Customer Service *conference*. It was very appropriate. I stored the 'story' away for future use. Will you?

About two years ago, I was asked to share my *experience* regarding service to existing customers. Out came the story above. I added the following questions

- What service do you provide for your prospective customers?
- What service do you provide for your existing customers?
- Is it different? Why?

The presentation was very well *received* and the story gave the speech much more impact.

In addition, you can share ideas, articles, quotes, statistics, photographs, references, information, metaphors, analogies...

**Your Personal Action plan (add the date completed yourself):**

Action	Date
--------	------

	<b>Completed</b>
When are you going to start collecting stories?	
How many stories do you have you can quickly turn your hand to?	
How many stories would you like to have?	
How many stories will you collect every week until you reach your desired number?	
Where can you find stories for your collection?	

## Structure Your Content

You need to decide what content will meet the audiences' expectations. How will the content make a connection with the audience?

Your content should be structured:

- What is your 'headline' for the speech?
- Does your introduction grab the audience's attention and explain your objectives? It may be a short, dramatic or controversial point or some humour or audience engagement.
- Do you follow this by clearly defining the points of the presentation?
- Do the main points flow in a logical sequence?
- Do the main points need support from visual aids and/or props?
- Are all statistics relevant and kept to a minimum?
- *Jargon.* We all use jargon far too much and very often, we do not realise that fact. Jargon can kill presentations. Using unfamiliar words, acronyms, letters, phrases and references is one of the quickest ways to lose your audience. So, are you using too much jargon? Are you sure? Ask someone and get some feedback.
- Does your closing speech summarize the presentation clearly and concisely?
- Is the conclusion strong? Does it grab the audience again?



## Delivery

Many studies have shown that in human communication, only a small percentage (5% - 10% depending upon the research), of the meaning is communicated in the actual words used and 35% to 50% in how we use the words.

You may have heard of the phrase “It’s not what you say, it’s the way you say it”.

I knew when I was a kid, whether I was in trouble by the way my mum used to call my name. If she said “*Andrew...*” in a particular tone, I knew I was in trouble.

The remaining 40% - 60% of the communication has nothing to do with the words or the way you say them.

It has everything to do with how you hold your body, your posture, the way you stand, sit, breathe, facial expression, what you do with your hands.

I’m sure you have encountered presenters who have distracting styles. One where you are not concentrating on their words and presentation because their actions are so distracting. They might be skipping across the stage (for no apparent reason), playing with their cufflinks or tie, or it is just that their hands are in a world of their own!

Have you remembered anything they said or any of the content?

I doubt it.

So ensure you have practiced your body movements. The videoing yourself techniques will help tremendously here.

## See, Hear, Feel Or All Three

Another important understanding is that it is possible to have different ways of thinking.

For example, some individuals prefer to see things and others prefer to hear or to feel.

Generally, individuals use one representational system more than others and in any audience, there will be a mixture of preferences. So that means you have to cater for all individuals.

Visual individuals will want to see pictures, videos, photographs and diagrams. You will need to 'paint pictures' with your words.

"How do you see this?"

"Can you picture the situation?"

"Keep an eye on this"

"Do you get the whole picture?"

Auditory individuals will want to hear things. They like listening to stories or music. Phrases like:

"How does this sound?"

"Does that ring a bell?"

"Sound out the individuals"

are all relevant for auditory individuals.

Those individuals who want 'feel' (known as kinaesthetic) will like to have a hands-on approach. They like to have access to lots of information or make contact

physically. Phrases like:

“Do you have a feel for this?”

“How does that grab you?”

are all relevant for kinaesthetic preferred individuals.

You won't know the make-up of your audience, so use a mixture of phrases and words, which touch all types of thinking.

Does that make sense?

Do you see what I mean?

Does that sound like a good idea?

Are you getting the hang of this?

**Your Personal Action plan (add the date completed yourself):**

Action	Date Completed
How are you going to use the 'See, hear, feel' technique?	



## Where Is The Passion?

Whatever the subject you have been asked to present about, be passionate about it and your audience will see that passion and believe in you and the subject.

If you are passionate, it is much easier to give a great speech.

If the subject does not grab you and you don't have this passion, then decline the offer of delivering the presentation.

The more you know about the subject, the better. It will make you feel more relaxed and confident.

The more passion the better the speech and the more the audience will like you.

Your audience want to be entertained and informed. You are on the stage when you present - so entertain and inform your audience. If you can entertain them, the audience will listen and be informed.

If there is no passion or entertainment, then no matter how good the content, the speech will not be great.

## Let's Do It

The day arrives when you are going to publicly speak.

Are you ready?

Nervous?

Excited?

You have completed all the planning and preparation required.

You have learned and practised the presentation/speech, (not too well or it may come across as though you are reading it!!!).

You have made sure you are dressed and groomed appropriately and in keeping with the audience's expectations.

You need to get to the venue much earlier than the audience does, to ensure you are happy with the visual aids/props/room/room layout. Also, check you know how to use the equipment.

Are your notes in order?

Consider how you can vary your tone to lift the *energy* and inspire your audience.

Are you ready?

Yes?

Focus on what the audience wants and expects.

Now perform a physical warm-up: if you spend a few minutes stretching and releasing any tension, particularly in your neck and shoulders, you will feel and look calmer and your voice will be freer and more relaxed.

Imagine this...

...you are in the audience and the presenter is moving their arms around, all over the place. They just cannot keep them still. Are you going to be concentrating on their arms or what they are hoping to get across.

I think it will be their arms!

We respond better as human beings to those who are calm and assertive.

Those calm and assertive individuals are the people that we listen to, that we like to listen to, that we are ready to listen to.

Typically when people come on stage, they are anything but calm and assertive.

They are nervous, they are tense, they are uptight, and thus the audience can immediately perceive that and it is a huge turnoff and totally undermines everything that they are trying to say.

So stay calm, be assertive and don't start throwing your arms around.

Now, think about an event in the past where you did something, which worked out absolutely fantastic, and you did a great job. In fact, you did it much better than you thought you would.

Can you see yourself in that past event?

Allow all those positive and great emotions to run through you. Let them build your confidence. You should now be in a state of super self-assurance. Only by being in this state will you get the desired result.

Be calm, walk on the stage or to the meeting with your head held high and make sure you are smiling.

Now deliver magnificently.

Did you get a standing ovation?

I was at a seminar a few years ago and the speaker really knew his audience and used this to his advantage.

The audience was made up of Sales Managers and at the end of the presentation, he asked the audience to stand up if they wanted to sell more. Everyone stood up.

He then said visualise yourself in 12 months time and it has been the best year for you in sales. Give yourself a round of applause.

The audience clapped.

The presenter said "Thank you for the standing ovation - goodbye".

The audience smiled, laughed and clapped louder.

It was brilliant.

**Your Personal Action plan (add the date completed yourself):**

Action	Date Completed
Think about six events in the past where you did something amazing, which gave you a confidence boost.  Remember them so that when you want to give yourself an instant boost you can instantly recall them.	



## Summary

There is a very important point about all the material you have learned in this book. I know these things work because I am using them all the time. They will work for you but only if you use them. The more you use them, the better you will become. So do take what you have learned and test it out. Use the techniques in this e-book to Deliver A Dazzling Presentation.

You may have read many 'presenting skills' books, may have attended a 'presentation skills' course.

What is stopping you putting the tips and techniques into practice?

YOU.

Nothing else - just YOU.

This time decide to use the simple tips and techniques in this e-book. Decide NOW and go and Deliver A Dazzling Presentation.

Don't hate yourself for not acting.

There is a quote that says, "An ounce of action is worth more than a ton of theory."

It comes down to the point that what I say here in this e-book, means absolutely nothing if you don't take it and use it.

So, what happens now?

What are you going to do with the information because if you don't do anything with it, you've just wasted your time reading this.

Apply what you have learned from this e-book and start to see your Public Speaking skills rapidly grow. Then give me some feedback on the results you got from it.

Thank you and I hope our paths cross often. Now go and Deliver A Dazzling Presentation.

A handwritten signature in black ink, reading "Andrew Foreau". The signature is written in a cursive, flowing style.

Andrew

Email: <mailto:andrew@greatmanagement.org>



**Andrew Rondeau**

### **So Why Is Andrew Different?**

Andrew Rondeau was born and raised in a poor area of London, one of five children all living in a small house. His family couldn't afford any luxuries or have any holidays.

After leaving school with just average qualifications, Andrew went to college and dropped out after 1 year.

His first full-time role, aged 19 earned him less than \$4 an hour.

Andrew worked hard, but decided that he wanted to have the lifestyle and earnings that the successful people around him had. But he could see it was almost 'hit and miss' on whether you succeeded or not.

He wanted to be earning the high incomes, so that's what his aim was. He needed to be seen and be in demand. He started working extra hours, volunteering for extra tasks, delivering high quality work and providing support to his co-workers. Then one day he was asked the ultimate question, 'Do you want more responsibility along with higher pay?'.

He was ecstatic and of course he accepted.

### **It's No Fun Struggling...**

Copyright 2008

Materials may not be reproduced or republished in any medium without permission

**On the surface, Andrew's career appeared perfect.** He had just been promoted, his income was much higher than the average, and the company he was working for was going places.

**But the stress of the job was just too much, especially the public speaking.**

Andrew was now expected to make presentations, talk with staff, hold staff annual reviews and give his opinions at meetings.

But in every Public Speaking situation he just **"dried up"**.

He was literally **too scared** to just say something at meetings and ended up volunteering to take and write the minutes. By volunteering Andrew thought they wouldn't expect him to contribute at the meeting as well!

**Guess what...Andrew was wrong.**

Once when Andrew was the new boss, he had to introduce himself to his new staff. It was to be a simple 10 minute presentation about Andrew, his background, his career.

How easy was that?

**It wasn't, not for Andrew anyway.**

He didn't sleep for days. He was literally sweating and shaking; He was so nervous and his new team consisted of only 6 individuals!

The day arrived for when Andrew was due to present.

He thought about calling into work, sick but his pride and professionalism would not allow him to do that!

The hours ticked by, the time to start was getting closer and closer.

Andrew must have gone to the toilet 10 times.

**He couldn't talk. His face was 'white' with fear. His heart was racing, he was**



breathless and sweating. It was a dreadful time.

**You might have experienced something similar at some point.**

The time arrived.

It didn't start well. Andrew's mouth was bone dry and his mind went blank. In fact, he felt sick and he stumbled over his opening words and that was it, the rest went downhill from there. It was so boring even his new staff were falling asleep.

**Andrew just wanted it to be over with, NOW.**

He hated every single minute of it.

**He told himself, "never again"**

From that day on, whenever there were Public Speaking situations or opportunities, Andrew would hide and become invisible, hoping no-one would notice him.

How wrong he was. One day, his boss pulled him to one side and asked what was wrong. "Why aren't you speaking up or volunteering"?

Andrew's boss had now noticed.

Andrew was really struggling, lying awake at night worrying, scared to ask anyone for advice or support in case they thought he was stupid and the fear of being demoted was horrible.

Of course, Andrew wanted to do a good job and that meant speaking in public but he didn't know what to do and that meant he was missing out on those big bonuses.

Rather than allowing this to slow him down, **he knew he had to change. It was now or never.**

**So, Andrew became a self-help junkie**, reading self-help books, listening to self-help audios whilst traveling to and from work and attending courses facilitated by

NLP experts such as Dr. Richard Bandler, Paul McKenna and Michael Breen.

Whenever he saw someone who could public speak well at conferences or seminars, he made pages and pages of notes about them .

Andrew tried all the tips and ideas he discovered.

Some worked well, some were disastrous.

Andrew went from Junior Manager (in fact, almost fired Junior Manager!) to a Senior First-Class Manager very, very quickly because he had invested in himself, **AND much, much more importantly**, he learned how to succeed at Publicly Speaking. **That single skill made a huge difference to Andrew and his career.**

Andrew has spent the last 25 years as a Manager / Leader, and has worked and managed in numerous large companies and different types of business including Manufacturing, Retail, IT and Financial, managing teams from 10 individuals to 1000!

Today Andrew has his own business and is a best-selling author. He gets to travel and speak all over the world...he conducts and hosts hundreds of Management Seminars in the UK, Europe and The Far East in front of audiences of thousands...he enjoys a great income...he is debt and stress free...and gets to pick and choose when he wishes to work and even more importantly he now own several properties across the world and just enjoys life.

Andrew shudders to think where he would be now if he had not made the decision to change his approach and discover ["How to Publicly Speak"](#).

**He know how it feels to experience that fear.** He knows the tightness that you feel on the inside when you are asked to speak in front of a group. He has been there and **overcome it.**

**But there is one thing that makes Andrew mad.**

It makes Andrew angry when he see ambitious, driven and hungry for success individuals, fail because they are [missing the practical strategies, processes and tools to Publicly Speak](#).

Copyright 2008

Materials may not be reproduced or republished in any medium without permission

Public Speaking is the number one skill everyone needs in order to be successful. Without it, you will be mediocre, period!

So, Andrew wanted to put together a special and unique Public Speaking product. Why? Because he sees many individuals **having problems** with Public Speaking.

**One of the things that is holding them back from having a great career or just getting on in life is they don't have good Public Speaking skills.**

*They may be very talented but do they sound talented when presenting?*

**No.**

When Andrew started to put together [this Public Speaking product](#) he wanted someone who was even more experienced than himself to be on board as well.

So Andrew carried out extensive research on expert Public Speakers. He studied their videos, he purchased their products, he spoke to them and he found the **best of the best** – none other than the [Public Speaking World Champion](#), Darren LaCroix.

[Learn First-Hand From The World Champion Of Public Speaking!](#)

[Simply click here and:](#)

**Learn First-Hand From The World Champion Of Public Speaking!**



Copyright 2008

Materials may not be reproduced or republished in any medium without permission