



ASSOCIATION FOR
FINANCIAL
PROFESSIONALS

AFP Speaker Guide



Delivering Your Presentation



Delivering Your Presentation

- 1. Start with a full GAS tank**
- 2. Activities, exercises and discussions**
- 3. Presentation delivery do's and don'ts**



Delivering Your Presentation



Start the journey you'll take your audience on with a full GAS tank:

- Get them involved quickly
- Ask questions
- Story - state a surprising fact and/or tell a story



Delivering Your Presentation



WIIFM –
Let people know the answer
to the question they are
asking themselves, which is,
“What’s In It For Me?”



Delivering Your Presentation



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We are 22 times more likely
to remember a fact when it
has been wrapped in a story

- Jerome Bruner, *Cognitive psychologist*



Build Rapport

- Build Rapport
- Ask Questions
- Awareness



Activities, Exercises, Discussions



- Involve your audience physically and mentally
- Let the desired outcome drive the activity
 - Remember: read, listen or watch
 - Skill acquisition: role play, skills demo
 - Change: role play, discussion, games



Presentation Do's and Don'ts

Do

- Smile
- Make eye contact
- Be enthusiastic
- Ask questions



Presentation Do's and Don'ts

Don't

- **Careless Word Choice**

- Vague or ambiguous – some, lots, few, many
- Exaggeration or hyperbole – awesome, incredible
- Repetition
- Commonly confused words: there, their, they're

Don't: ~~Their~~ going to vote on the recommendation.

They're



Presentation Do's and Don'ts

Don't

- **Careless Word Choice (continued)**
 - Filler words: um, uh, you know, er, like, clearly, or so.
 - Words that dilute: to be honest with you, honestly, actually, and really, kind of, sort of, and like
- **Avoid Controversial topics**
- **Generalizations vs. Stereotyping**



Delivering Your Presentation

1. Start with a full **GAS** tank

- **G**-et your audience involved quickly
- **A**-sk questions, and use
- **S**-tories
- WIIFM – focus on your audience's needs
- Implement the stories you created
- Rapport

2. Activities, exercises and discussions

- Let desired outcome drive activities

3. Presentation delivery do's and don'ts

- Do smile and use eye contact
- Don't use filler words or vague language



Knowledge is Only Potential Power

“There are always three speeches, for every one you actually gave. The one you practiced, the one you gave, and the one you wish you gave.”

– Dale Carnegie

