

help you stand out from the crowd – anything which doesn't involve PowerPoint will mark you out as 'not run of the mill' which is always good.

Aside from preparation and format, what are the other keys to making an effective presentation that grabs the audience and inspires them to action? I've heard lots of people over the years and have attended numerous presentation and public speaking training courses but perhaps the most succinct advice I would give to anyone giving a presentation in any environment or context is to concentrate on 'Head, Heart and Energy' as the three main elements of a great presentation.

I've heard many similar mnemonics in the past, as I'm sure you have, purporting to be the keys for great presentation. But this one, which I picked up and amended slightly from a radio interview I overheard with Giles Brandreth, (ex British MP and nowadays writer, TV presenter and commentator) talking about his views on presenting, strikes a chord. Basically:

- **Head** refers to your content, logic and preparation.
- **Heart** refers to your belief, passion and desire.
- **Energy** refers to your commitment, voice and body.

Figure 13: Presentation skill crystal map

