

# 5 tips for Achieving Presentation Excellence:

## Address a need

Communication is only truly effective when it meets a need. Determine what your audience needs by asking them and then deliver it. When an audience perceives that you know them and what they need, they will show up, listen, learn, and take action. So, before you prepare your presentation, determine your purpose. Answer the “why” first.

## Create great content

Put together a presentation that delivers accurate, up-to-date content your audience needs to know. Make sure it is at the right level for maximum understanding. Provide relevant illustrations and examples to support and explain your message. Organize your content logically and creatively. Make it meaningful, memorable, and motivating.

## Prepare and practice

Allow plenty of time to practice, practice, practice. The rehearsal process begins with talking through your speech until it becomes natural and well-paced. Then get on your feet to rehearse with gesturing and body movement. Videotape and rehearse for others to receive feedback about what you are doing well and what can be improved. Make changes and practice some more.

## Connect and engage

Consider a presentation to be a dynamic conversation with an audience. Begin with a warm smile and genuine eye contact. Connect with the entire audience using facial expressions, eye contact, and words that are meaningful and inspiring. Engage your audience with questions and activities. Solicit feedback and be responsive. A connected audience is a receptive audience.

## Be yourself – your best self.

As stated in the introduction of Chapter 21 of "Communicating Nutrition: The Authoritative Guide":  
“There are multiple ways to deliver an effective presentation; the key is to apply timeless presentation principles using a personal, unique style. Don’t try to imitate another speaker. Be yourself.”  
Continually improve your presentation skills to be your best self.