

## A Step by Step Programme from the Steps Partnership™

### *“Stand and Deliver”*

*To make a Difference You Have to B<sup>E</sup> the Difference*



### **Introduction**

Participant V Observer

Sitting in Judgement

Why we need to evaluate in a more balanced way

### **The importance of Networking – Why we need to present well**

People buy people first, products and services second

Core words – Real Rapport and Self-Esteem and what they mean

Fear and Failure

Self-Esteem = Success/Expectation, always striving never quite arriving

The Battery of Power – Living our Character and Values = refills the battery

### **How to Stand and Deliver**

It's not what we say, but how we say it = stand and deliver well

Communication is only 7% words – 93% everything else

### **How to Create a Positive Impact in 5 Easy Steps**

1. **Preparation** – the more you prepare the less fearful you will be
2. **Presentation** – people hear what they see –  
We feel how we look = Presence  
Stance – penguins and people  
Notes – spoken word and written word  
Voice – pitch, pace and pause  
Gestures – smile and the world smiles with you  
Eye contact – keyhole to your soul and confidence
3. **Content and Construction** – keep it simple – plan the beginning, the middle, the end
4. **Building a Speech**  
Importance of the introduction,  
Main body in bite sized, easily digestible chunks,  
Importance of conclusion,  
Preparation and pruning
5. **The Evaluation** – the viewpoint of the listener  
40% = Presence – appearance, voice, gestures and eye contact  
30% = Material – content, vocabulary, word pictures

30% = Speech Impression – impact, objective

## Conclusion

Change the way you see yourself and you will change the way others see you

What ever you focus on finds you

Money exercise