



GUIDE: How to present with natural charisma

Love them or not, presentations are here to stay. And with the rise of social media, they're quite likely to stay online, too. Our simple guide can help you to present with personality and ensure your every word lands.

1. Breathe out

Ignore the advice ringing in your ears to take a deep breath. For most of us that results in either hyperventilation or heavy breathing – neither a good look when you need to impress. Breathing out first should help make your next inhalation deeper and more regular. It will calm you down if you're nervous, and help you project more effectively either way.

Try this: as you're preparing, just before you start, and as you're changing slides.

2. Catch flies

Okay, not literally – but do breathe in and out through an open mouth. It can be counter-intuitive, but it will make a significant difference. You'll breathe more deeply and with less effort, so you're free to focus on content. It should help to keep your facial and neck muscles relaxed too.

Try this: as you're preparing, just before you start, and a few times during the presentation.

3. Pause

Is it easy? No. Does it help? Yes. Will a split-second will feel like an eternity? Perhaps. But it won't be, and that brief pause will help you be present in the moment, marshal your thoughts, and ensure your audience is still engaged. It'll also help them take in what you're saying so your message lands.

Try this: just before you start, and then at appropriate moments during the presentation.



4. Huh?

The second half of a sentence usually makes the whole meaningful. Not wise, then, to throw it away – whether through nerves or enthusiasm. Yet ‘word swallowing’ is one of the most common issues we help with. Full, rather than shallow, breathing will help; as will simple awareness. It’s amazing how much more effective we are when we speak deliberately.

Try this: five minutes before you start, and then a few times during the presentation.

5. Aim for alignment

We are most persuasive, convincing and effective when we show that we mean what we say. So don’t just tell – be. Aligning your delivery with your meaning will imbue your words with the weight they deserve. So don’t undercut difficult messages with a nervous grin; and give grimaces a wide berth when explaining brilliant plans. Sounds obvious – yet it’s so often forgotten in the heat of the presenting moment!

Try this: before, during and after!

If you’d like to find out more about our one-to-one or group communication programmes, [send us an e-mail](#) or call Kamala on +44 (0) 7989 976 316.