

03 Presentation Skills

Today's to-do list

We will look at some leadership and presentation skills that will help you pitch to a client, enjoy a networking group or be interview ready.

We are also going to look at writing a professional CV, a useful paper exercise for everyone, looking for work or running your own business. We will look at online etiquette for Zoom and teams and at time management to help you make the most of your sessions.

Learning objectives:

By the end of this session, you will

- **Understand the key skills that make a good team leader**
- **Be able to write a cv**
- **Be able to present yourself or your business with confidence**

Leadership Skills

There are lots of skills that make a good leader. We aren't expecting you to run for Prime Minister, although right now I'm pretty sure all of you could do a better job!

Being a good leader is not just about managing a large team. It gives you the skills to manage your own business and deal with your customers and suppliers. Be confident in group situations like networking groups or trade events.

If you are going into employment then being able to manage a team or a project is an essential skill. In a marketing or design studio situation for example it's managing the client expectations against time constraints and budgets. The other suppliers; photographers, printers and developers. Being a good leader is about being able to cope. Being able to spin all those plates at once and being in control.

Key leadership skills include

Active listening - not just listening to the conversation and not taking it in. Actively listening and processing what's being said. Absorbing the information.

Empathy - we don't mean you have to go all 'huggie' with your customers but you do need to understand their needs and feel their passion or their worry. Be emotionally invested.

Ability to make decisions - sitting on the fence or asking someone else to choose is not going to push you forward. Be strong enough and confident enough to make a decision and stick by it. Understand the consequences of your actions, which might be the financial cost to your client, the time cost to yourself or changing suppliers because they aren't doing what they need to.

Flexibility - be able to bend around your customer needs, not sitting up all night working on something but being able to adapt to situations when you need to.

Communication – is an essential skill for anyone in business, not just a leader. Be able to explain what you need and why, be clear and concise and easy to understand.

Time management - be able to manage your own time and others whether they are suppliers or a team of staff. Be able to meet deadlines and deliver on time. We will look at that in more detail in the second part of the session.

People management - be able to organise the people around you. In a team situation or being able to look after your customers and their demands.

Vision, Passion and Drive - the ability to see past problems, create solutions and have the physical and mental energy to take your ideas forward and make things happen.

Activity one

For your first activity, I would like you to self-analyse. **When you look at that list of leadership skills how many of those skills do you have? If you had to tick them off how many would you score?** I'm not going to ask you to tell everyone but for our first little exercise, I would like you to go through the list and score yourself out of 10.

Make notes, and analyse yourself. How you could improve that skill and what it would mean to you either in your own business or your job seeking if you could improve it.

Let's take 20 minutes to through them. Think about where you are now and how the development of these skills would help you.

Time for this activity: 20 mins

There are ways that you can improve your leadership skills. Identify your strengths and your weaknesses. The exercise you just did will help you do that, by scoring yourself out of 10 you can create a physical level for yourself. **You have a starting point to develop from.**

You can set goals, and think back to yesterday with our FABS and our goal-setting.

Improving some of these skills might be a goal that you want to set in your FABS profile.

Your first coursework assignment of Friday will focus on some of these leadership skills and give you some useful reading to help develop areas you feel you might be struggling in.

You might want to work with a mentor that can coach you and help you in smaller bite-size steps. Or you might want to pool your resources with other members of the course. You

will all excel at some things and need to develop others. Chatting with the other members of the group, you can help each other out in the areas you need to advance.

Take a look at the article from Tony Robbins in your useful links doc. If you haven't heard of him he is a well-respected coach. He has spent 4 decades helping people transform their lives. His articles and social media are well worth following for useful tips and articles.

So, we are going to move on from Leadership skills and take a look at highlighting some of them by creating a CV.

You might think you don't need one. Just because you aren't applying for a job doesn't mean it's not a useful exercise for you. It's a good way to focus on the skills and abilities that you have. Remind yourself of the things that you are good at and the knowledge that you have.

There are loads of websites out there that tell you how to create a CV. We aren't going to focus too much on the design or the style. As long as it's appropriate to the job you are applying for and it's clear and concise then that's all we need to think about for that.

We want to look at the content. The important information that you need to include. Your CV should always be evolving, as you learn new skills and develop yourself you will be able to add those things in. You don't want a long drawn-out CV, it needs to be concise and to the point. It's an overview of you as a person, not your life story. **It's a summary of your skills and abilities that you can then elaborate on them when you are at your interview or in the bio/blog you are writing.**

Start with your employment history, and most recent job first. Specify what the role was, if there were multiple roles with the same employer make sure you list those out to show your flexibility and development in that business. Include skills that are relevant to the role and use stats or examples to back them up.

Then we want to **list your skills and achievements, a few short bullet points should describe your key achievements and genuine skills.** These are the things that should be constantly updated and added to. Think of this as drafting out your skills list for your LinkedIn Bio that you want to get people to endorse you for. Don't just create a list. Use examples and evidence to make it relevant.

Next is **education, again the most recent at the top. Where you went and when. The subjects you studied and the awards/qualifications you gained.**

Interests and activities next, **think of these as conversation starters**. You don't want to go into massive detail. These should be again bullet points that reveal your personality rather than a long list of uninteresting facts.

Try and avoid jargon and buzzwords. CV clichés like 'team player' 'results driven' and 'detail orientated'. **Your CV should be honest and a good reflection of you**, not something that looks like you have downloaded it off Google and filled in the gaps.

You should include a personal statement that should highlight your skills and expertise. Summarise the experience you have and how those skills are suitable for the job you are applying for. If you are using the CV as a paper exercise then think of how that synopsis would work on your LinkedIn bio to describe you and your journey up to this point.

Activity two

Let's look at creating a CV. If you go to the second workbook on today's page you will see it's formatted to create a CV with all the areas you need to complete. These text areas are character limited so you can't go off rambling about all sorts of things. It's designed to help you stay concise. For this exercise, we don't need to focus on the look but concentrate on the content. If you are looking for interviews at the end of this Skills Bootcamp, we will use these CV's that you create today to forward on to potential employers unless you send us something different so make sure you complete them properly. For those that are self-employed, use this CV you are about to create as the foundation for your LinkedIn bio that you will be creating in future sessions.

I would like you to complete your CV with all the relevant sections. If you are looking for a job at the end of this process then think about the industry you are looking to get into and make sure you tailor your experience and skills to match the job. If you are A-star with a hula hoop as impressive as that is, we don't need to know about that if you want to be a social media manager.

Time for this activity: 30 mins

Presentation Skills.

Presenting to a customer, presenting to a networking group or presenting yourself at an interview. It doesn't matter why you are doing it but it does matter that you are doing it well. It can be daunting to present to a room of people especially if you don't know them. The main thing you need to remember is your passion for the subject. If you can't talk about yourself or your business for 10 minutes then you might want to rethink what you are doing. Don't try and be too clever, keep it simple, and talk about things you know and can elaborate on if you need to. Don't bring up subjects you are sketchy on, if someone asks you a question you want to be able to answer it straight away without any hesitation.

It's all about being clear and effective. In our generation of Zoom and straight-to-camera social media posts, being able to present yourself well is an essential skill in pretty much every industry.

Be confident

Be prepared

Be passionate

Don't try to sell, just talk.

Preparation is everything, don't just try to wing it. All it does is put pressure on you.

There's nothing wrong with a script. It will help you remember key points and if nothing else give you something to hold. That can help keep you grounded and stop you from shuffling about. As much as it would be great for us all to be Billy Connolly and be able to stand in front of 50 thousand people and just talk, for 99.9% of us that's not an option.

Be honest, be realistic and be practised.

If you want to prepare a script - go for it, even if it's just bullet points, it will help you create a better flow. You can lead people into questions and keep them talking about the right things. It will stop you from going off on tangents about next door's dog getting stuck in the shed.

Understand your audience - you know the kind of group you are going to be speaking to so make sure you talk to them in an appropriate way.

Tell the story of you - people connect on a personal level. People buy people.

Create a call to action - have an objective, something you would like them to do. Check out a new range, follow you on your social media, and take a free trial. Don't sell.

Use storytelling to make your presentation come to life - make it interesting, make it entertaining. It makes you easier to listen to and you will be more memorable. It's also a great confidence booster if you can see smiles or make your audience laugh.

Rehearse - presentation or interview, it doesn't matter. Practice will steady your nerves and help you come up with ideas.

The 5 P's of presenting.

Purpose Identify the Purpose of your presentation - don't ramble

Plan "Failing to plan is planning to fail" - don't put extra pressure on yourself

Prepare Give your presentation a beginning, middle and end - it helps it flow and helps you remember what comes next

Present Be ready and confident - don't rock up 15 minutes late in a flap

Passion Own it!

Watch your body language. What you say is 50% of your presentation. How you act and look makes up the other 50. If you sit there with your arms folded, legs crossed and eyes on the floor it will make you look defensive and closed off.

Things to think about:

Posture, leaning back, too far forward or slouching are all seen as bad posture at interviews and meetings. Too far back can make you come across as arrogant or lazy, and too far forward can make you look aggressive. You need to make sure you look interested and neutral. Sit tall, and think of yourself as having a string attaching your head to the ceiling. Make sure you sit square, facing the person you are talking to. If you are sat off to the side it can look like you are part way out the door or that you are not interested in what the person has to say.

Eye contact, in human nature we feel uncomfortable holding eye contact especially if it's someone we don't know. You don't need to stare, you aren't trying to stare them down but you do need to hold their gaze where appropriate. You need to come across as confident, honest and reliable. Staring at the floor will make you look shifty, nervous and shy.

Pointing and gesticulating, try and keep still, most people talk with their hands but you don't want to be pointing and waving your arms around wildly. Again, it can look aggressive.

Arms, it's important to make sure your arms are in the right place! Crossed arms are a very closed, defensive position while just dangling at your sides will make you look a bit at a loss like you don't quite know what to do with yourself. Open, with your hands on your lap or if you are standing, with your hands by your side to make you look more approachable. Sometimes having something to hold, notes or a brew if you are at a networking event can help you stop fidgeting and give you something to do with your hands. Try not to hold your phone or stuff your hands in your pockets and jingle your change, it can be highly annoying and make you look nervous.

Closed and open groups

At networking events, you are mainly standing so you need to make sure that that body language makes you look approachable and friendly.

Closed and open groups will give you an idea of whether you can approach people or not. **Closed groups of two or three mean it's a private conversation and that newcomers aren't welcome.** The members will be standing fairly close together with their backs to the rest of the room, they won't be making eye contact with people outside of their little group.

Open groups will stand in a semi-circle rather than a circle so there is room for people to join, they will often look out to the rest of the room, make eye contact or communicate with others as they pass by. They are welcoming new participants to join them.

Online Etiquette

These days so many of our meetings and networking sessions are carried out over Zoom it's worth remembering some of the basic rules for presenting yourself to an online group.

Cameras - on as much as possible. If you need to get up and move around then switch yourself off but in the main, you should have your camera on and be looking at the screen just like you would with a real person in the room. Try not to point the camera at the ceiling or the floor or the side of your head.

Don't be tempted to sit and work on other things at the same time. If you were in a real room situation you wouldn't sit there and paint your nails or reply to your emails in the middle of a meeting so don't be tempted to do it just because you are in the comfort of your room and on screen.

Mics - keep yourself on mute unless you are speaking, that way it doesn't matter if the doorbell rings or the dog starts barking at the postman.

Be polite - if you want to speak raise your hand, and don't talk over people or shout out. Again, you wouldn't do it in a real room situation. Don't heckle.

Chat - don't start independent conversations in the chat, if you want to speak to someone privately then make sure you select that person to chat to. Don't just post at random for everyone to see, it makes it look like you aren't paying attention. Like sitting and talking with your mates at the back of the classroom when the teachers talk. It's just rude.

Punctuality - you are at home or in your office. You aren't catching the train or finding somewhere to park. **Don't sign in ten minutes after the start.** It breaks the flow of the meeting and takes people's attention away from what's going on.

Be prepared - if you need to speak make sure you are ready, heavy pauses and breaks can seem like forever in Zoom and Teams. In a real room situation, people can see what you are doing but online it's not as easy to understand what's going on. Have your script or notes, and have slides ready if you are going to share your screen. If you are going to be presenting or hosting make sure you know what all the bits and pieces do. You don't want to be the host and ask everyone how to do something.

Dress properly - there's always been a bit of a joke that you can sit in your PJs with a shirt and tie but you do need to make sure you have dressed appropriately for the group you are with. **Look tidy, don't sit with a hoodie on with the hood up or sit in your dressing gown.** People can still see you and it makes you look like you can't be bothered. Like the group of people you are in the session with are not important enough for you to make an effort.

Always try and treat a Zoom or a Teams call like a real room meeting. Think of what you would do if you were sat in that room. Don't take calls mid-session, don't get up and wander about, and don't eat your tea. It's all about being professional and making the right impression. **You need these people to think highly of you so give them a good reason to.**

Time Management.

Time management is an area we often get asked to include, so here it is! This Skills Bootcamp is very intense, it is full on every day for eight weeks. There is a lot of information to take in and lots of activities to complete. Of course, time management is an important skill for any job or business owner too.

Time flies when you have loads of things to do, not just when you are having fun. The golden rule of time management is “time is money”. Not just billable hours but actually a commodity that we spend. You can always earn more money. You can't create more time, so you need to make sure you spend it wisely and make whatever you are doing matter.

The 4 D's

Do, Delay, Delegate, Delete

If you are trying to organise your time then using the 4 D's can be a quick and useful strategy. The idea is to make a quick decision on what to do straight away, put off to a later date, delegate to someone else or just drop it completely from your to-do list. By doing this little exercise you can focus on what is the most important of the tasks and manage the time you have available more effectively.

You can create your own mini plan of how the 4 D's might pan out across your day, for example:

Do – Set yourself an hour once a day and use that hour to only work on tasks that you can complete quickly. Making calls, answering emails, packing an order, and changing prices on a website.

Delay – look at the things you have on that day's to-do list and consider whether it is the best use of your time that day. Does it have a deadline? If it isn't needed straight away then move it down your to-do list and schedule it for another more appropriate day.

Delegate – does it have to be you that does the task? If it is only you in your business then there's a good chance it does but if there is an option for someone else to do it even if it's hired help then it's worth considering.

Delete – remove any unnecessary tasks from your to-do list. Calls that you don't need to be part of, replying to emails that don't actually need a response. Things you think you need to do but probably don't.

It is all about prioritising. Ask yourself questions to help you decide on the order jobs get done. What is going to earn you the money, what is going to get finished quickly and off your desk? Is there anything that will hold up another process if it's not done first?

Good time management leads to better productivity. Creating a schedule in advance can be very helpful, book jobs or projects in the day before, a week before, or even the first day of the month if you know certain jobs have particular deadlines. I block book all my social media clients in my diary at the start of each month. I know when their content is scheduled and I make sure the next month is all done by that date. It means I can plan around these jobs each week, nothing gets missed and everything is done at an appropriate time during the month. I stagger the dates too so not everybody's Facebook runs out on the same day. It takes the pressure off me, makes me more organised and I know exactly what time is available for what projects during my month.

Break your day up into sub-sections. I have an email hour to start my day and end my day. I go through all the emails in my inbox and work on the time-sensitive stuff, if I have time left out of that hour I work through the other emails. The idea is to not break off every time an email comes in. It breaks your train of thought and takes time away from what you should be doing. Set your email to only download every hour or two hours. Again, it stops you from being distracted every time an email comes in. Depending on what you are doing you might want to set small project and bigger project sessions during our day. I do smaller projects in the morning, I can usually get 2-3 things done and off my desk. It might be ordering some things or amends to a brochure. It might be an email signature or a set of business cards. Small things that can be done quickly and easily. My afternoons are kept for bigger projects. I get a full block of time of 4-5 hours to get stuck into a new website or a set of images. I can concentrate just on that project because I know that's what's in my diary to do.

Give your tasks a time limit. During the sessions, you will see that each activity we set you has a set period of time to do it in. We aren't trying to be mean, giving yourself a time limit helps you focus on the job at hand. Be realistic, but don't just plan one job sometime that week, it will just end up being something that never gets done.

Give yourself a routine. It's a lot easier to work to, you will feel more relaxed if you know certain things get done on a certain day. If Monday is always a messy day of phone calls and appointments then keep it dedicated to just that. If you know you are going to have to keep breaking off all the time you are never going to be able to concentrate on anything properly so don't try. Your day won't be nearly as frustrating and you can get smaller bits done and out of the way. It's all about making the time you have each day be used in the most effective way. Making your life easier and more relaxed. Make lists, create planners, and set reminders. Do whatever works for you.

If you find you are struggling to get everything done in a day, you might want to **do a Time Audit**. A really useful tool. It doesn't have to be anything fancy, just an Excel spreadsheet or a good old-fashioned notepad will do. There are different ways to do it, you can set a timer for every half hour and write down what you are doing at the time it goes off, even if it's sending your mum a text or watching a cat video on TikTok. The trick is, to be honest! Or you might want to keep a timesheet. Write down what you are doing during the day and put a time against it. At the end of the week tally up all the time for calls, emails, driving to appointments, or driving to the post office. It's a good way to see where your time is going.

If you are spending 4 hours of your week driving to the post office to drop off parcels then maybe look into a collection service. If you are spending hours driving backwards and forwards to appointments consider Zoom instead or having one appointment day where you know you are going to be out of the office all day.

There are some articles in your Useful Links doc with some tricks of the trade and skills that can help you make the best of your time.

Don't forget

Make sure you complete and submit your workbooks. Once you do you will get a copy of your completed workbook and links to download a copy of today's notes and slides.

Today's session page in your learner dashboard has a useful links document that will cover all the tools, resources and articles we have discussed in the session and some useful guides and articles to take you further.

Make sure you revisit your FABs and set yourself some goals specific to today's session.

Feel free to message me in the WhatsApp group if you need any help with anything from today's session. If you have any other issues or problems related to the course or the tools speak to Andrew and Irfana, they are here to help you.