How to use this book

This book contains a range of tips which can help you improve the way you give oral presentations in business or academia.

- This book does not contain **all** the answers.

Rather, it is intended as an aid to reflection and inspiration – a resource that you can draw upon in preparation for your presentation.

You may use this book as a complete blueprint for giving a presentation, if you so wish. However, I would recommend that a more productive approach would be to take the tips and concepts presented here and mix them with your own personality, creativity and style, with due consideration to your own time constraints and "comfort zone", to generate unique and personalised ideas on how you can improve your presentations.

This book is designed to offer you maximum flexibility in terms of how you use it.

1) You can sit down for a couple of hours and read it **cover to cover**. This is the recommended way, especially for beginners or those who want to gain the full benefit from a book like this.

   A word of caution though – this book is the result of over 10 years of study and experience. It would be easy to feel overwhelmed by the amount of information you find here. Once you have read the whole book, I suggest you then identify particular sections or tips that interest you and work on more manageable chunks of the book at a time.

2) You can follow the chapters and sections from start to finish and use them as a **checklist** or **timeline** for preparing your next presentation.

3) You can select one **chapter** or **section** at a time, and work to incorporate the ideas you find into your own presentation style.

4) You can look at the **Table of Contents** and jump straight to the tips that particularly interest you.

The book has generous margins to enable you to annotate the text with your own interpretations, personal notes, ideas and thoughts.

Each tip is graded as being one of "Essential", "Intermediate" or "Advanced". This grading system allows you to tailor your use of the book to your own level of experience and confidence. There is something of benefit for everyone, irrespective of your current level of skill in public speaking.

You will read some of the tips and feel that the ideals they portray are too lofty, unrealistic or unachievable. I make no apology: this has been done intentionally to inspire and motivate the reader to strive, to stretch, to reach for an ideal which may or may not be immediately attainable.

You will also find some contradictory advice in different parts of the book! This is because there is no single, universal "right answer" – you must find what is right for you, your objective and your audience's needs.