

HOW TO TAKE THE STRESS **OUT** OF SPEAKING AND **ENJOY** PRESENTING TO OTHERS



ILARIA VILKELIS, MBA

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These supporting visuals can only be understood in the context of the live presentation.
Please enjoy them but do not share with people who did not experience the workshop.



Presenting is often perceived as a **performance**: That once-in-a-lifetime chance to say every thing you can about your business...



Today, thanks to **technology, you can find many information before hand. You don't need to meet someone to know what they do!**



Speaking from stage
becomes **a conversation**
designed to **engage**
different audiences and
create opportunities for
deeper **connection**

who are
you?



I can't
follow



so
what?

when are
they serving
drinks?



You're like
me, I like
you



I'm clear on
what and
why



I'll do that!





who are you?

Don't engage their audience



I don't understand

Lose their audience



so what?

when are they serving drinks?

Don't make specific asks

VS.



you are like me! I like you!

Connect and engage



I'm clear on what you do and why

Achieve and guide



I want to help and I know how

Make specific requests

who are you?



don't engage their audience

focus on themselves

preoccupied with their own shortcomings

close body language

speak with monotone voice

go into stories no one can relate to

indulge in complicated details

launch in pointless explanations

lack relatability

I don't understand



lose their audience

fall into the cognitive bias trap

give a too much for granted

get too technical

read busy complicated slides

lack a big picture

content overload

focus on what and how without the why

they leave questions unanswered

so what?

when are they serving drinks?



don't make specific requests

fail to offer a clear path or reason to action

don't mention the benefits and impact

leave people distracted, bored or confused

make it hard to follow up

drag on

rush to an end point

run out of time

leave nothing behind

you are like me! I like you!



Connect and engage

get to know their audience

acknowledge diversity in the audience

include as many people as they can

ask questions

use relatable information

connect through universal experiences

show vulnerability

have a conversation

I'm clear on what you do and why



Achieve and guide

highlight why & why now

contextualise their opinions

show passion

show gratitude

explain what

use metaphors and similes

create a progression in their narrative

show conviction

I want to help and I know how



Make specific requests

close the loop

specify next steps

explain benefits of next step

create anticipation and desire

leave something of value

make it easy to follow up

are interested in your take away

follow up

you are like me! I like you!



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C



you are like me! I like you!

Connect and engage

find a commonality

smile

be open

A



I am clear on what you do and why

Achieve and guide

introduce yourself

speak about the contest in which you exist

what problem do you solve? or hope to tackle

what's your solution?

what would be the end result?

R



I want to help and I know how

Make specific requests

could we connect on LinkedIn?

can I give you my card?

can you do this for me

who



context



problem

solution

end goal

I am the co-founder of Masters of Impact

In today's crowded and distracted start-up scene, our business idea are only as strong as our ability to stand out.

Too many founders fail to communicate clearly leaving their audience confused.

we help founders get clear on their business proposition and create compelling pitches.

so that they will grow faster and engage with the right stakeholders



would you be willing to participate in a 5 minute survey?

You're like
me, I like
you



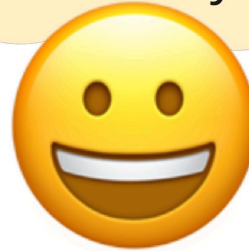
think
conversation not
performance

connect with
audience

use relatable
information

use stories

I'm clear
on what
and why



show
passion

explain
what

highlight why
& why now

create
progression

I'll do that!



add value

specify
next steps

create
anticipation

make it easy
to follow up

Hello, I'm Ilaria Vilkelis!

I am an award-winning international speaker and a leadership coach, who has a unique way to shift people's mindset. I love to design clear processes to help simplify and clarify even the most complex messages. By doing so, I assist my clients in **creating well structured and finely worded presentations** that have a wider reach and lasting impact. If you believe I can be of assistance in your journey towards becoming a more effective speaker, please get in touch. While I occasionally do in-person training, I generally focus on online presenting.

ilaria@mastersofimpact.com

<https://www.linkedin.com/in/ilariavilkelis/>

www.mastersofimpact.com

