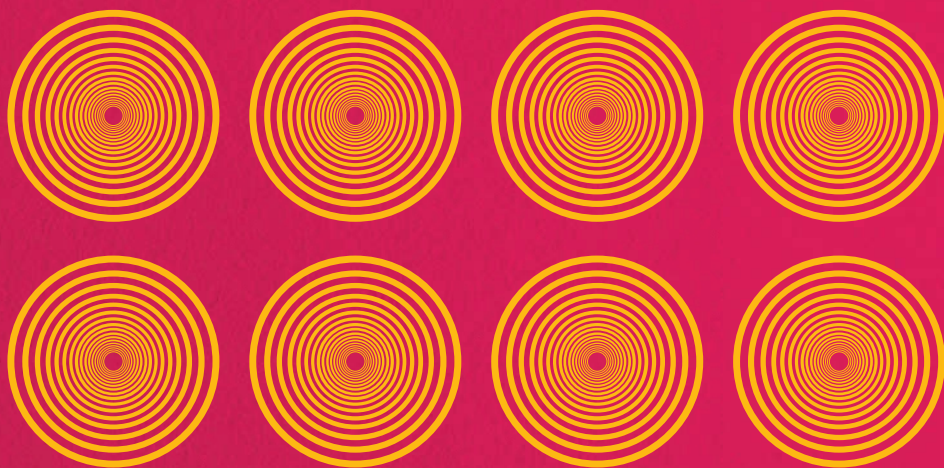


'This is the most effective book I have ever read on the art of presenting, especially for leaders. *The Leader's Guide to Presenting* is the one book they would ever need on this subject.'

Adrian Foster, UK Marketing Manager, Parker Hannifin

# THE LEADER'S GUIDE TO PRESENTING

HOW TO USE SOFT SKILLS TO GET HARD RESULTS



TOM BIRD AND JEREMY CASSELL



PUBLISHING  
FINANCIAL TIMES

# Praise for *The Leader's Guide to Presenting*

‘An indispensable guide for global leaders in aiding the preparation of high-stakes, persuasive presentations with structure and purpose to deliver positive outcomes. This book has been an invaluable aid in delivering to my audiences engaging and compelling messages with the necessary punch!! Brilliant!!’

**Dr Graham Woolford, Head of Operations,  
Unihealth, South Africa**

‘Having coached and trained leaders since 1999, including presentations coaching and training, I am hugely impressed with Jeremy and Tom’s book. *The Leader’s Guide to Presenting* provides leaders with a thorough, practical and easy to use guide to making presentations to different types of audience. I’ve learned a lot from reading it.’

**Jeremy Lazarus MA, FCCA, FCT, Director,  
The Lazarus Consultancy Ltd**

‘This book crystallises the key elements that can allow any leader to be really present when they present and make a dynamic difference with any audience. You can dip into it or read it in a linear way – whichever way you chose I can guarantee you will find lots of ideas, tools and questions that will allow you to improve your ability to present dynamically and make the impact that will make a real, positive difference in your world.’

**John Matson, Partner, Arthur Cox, Chair, Lex Mundi**

# Leader's Guide to Presenting, The

## Table of Contents

Cover

Title page

Copyright Page

Contents

About the authors

Acknowledgements

Introduction

part 1 Who are you as a presenter?

1 Who are you when you present?

2 How do people perceive and experience you when  
you present?

3 Managing perception

part 2 Preparing with the audience in mind

4 Preparation fundamentals

5 A six-step process for preparation

6 Pacing the audience

part 3 Structuring your message

7 Why structure is so important and the key principles

# **Table of Contents**

8 A high-level structure for all presentations

9 Creating impactful starts

10 When your presentation is designed to change  
minds

## **part 4 Delivering with maximum impact**

11 Performing at your most effective with the C3 Model  
of Influencing

12 How to be confident and charismatic as a presenter

13 Developing your credibility as a presenter

14 Connecting with any audience

15 How to be credible and connect using your voice

## **part 5 Specific high-impact presentation situations for leaders**

16 Pitching for success

17 How to deliver difficult or challenging messages

18 Setting a new visionstrategy

19 Presenting in the boardroom

## **part 6 Your path to presenting success**

20 Following up to get the result you want

21 Developing your capability

Summary

Index