

*Victor*

# DO/ PRESENT/

How to give  
a talk and  
be heard.

*Mark Shayler*

Hello and thanks for downloading the accompanying workbook to Do Present. Read the book first then use this to plan specific presentations.



# Start with WHY?

People don't buy what you do they buy why you do it. This will never be spoken but the audience will feel the kind of person you are by the stories you tell. This will run through you like ripple through a raspberry ripple ice cream.

I/we believe.....



In order to .....

# Start with WHY?

It may be easier to think about the things you stand for, the things you believe in. This is a kind of warm-up for working through your “why”. There are two ways of doing this.

- 1 Get straight in to it.
- 2 Start with the things you stand against.

The next two pages have templates for both. Once you’ve done them you can go back to your why.

# Things you are against

<b>I stand against</b>	<b>Why these things are bad</b>	<b>Where I see them</b>

# Things you are for

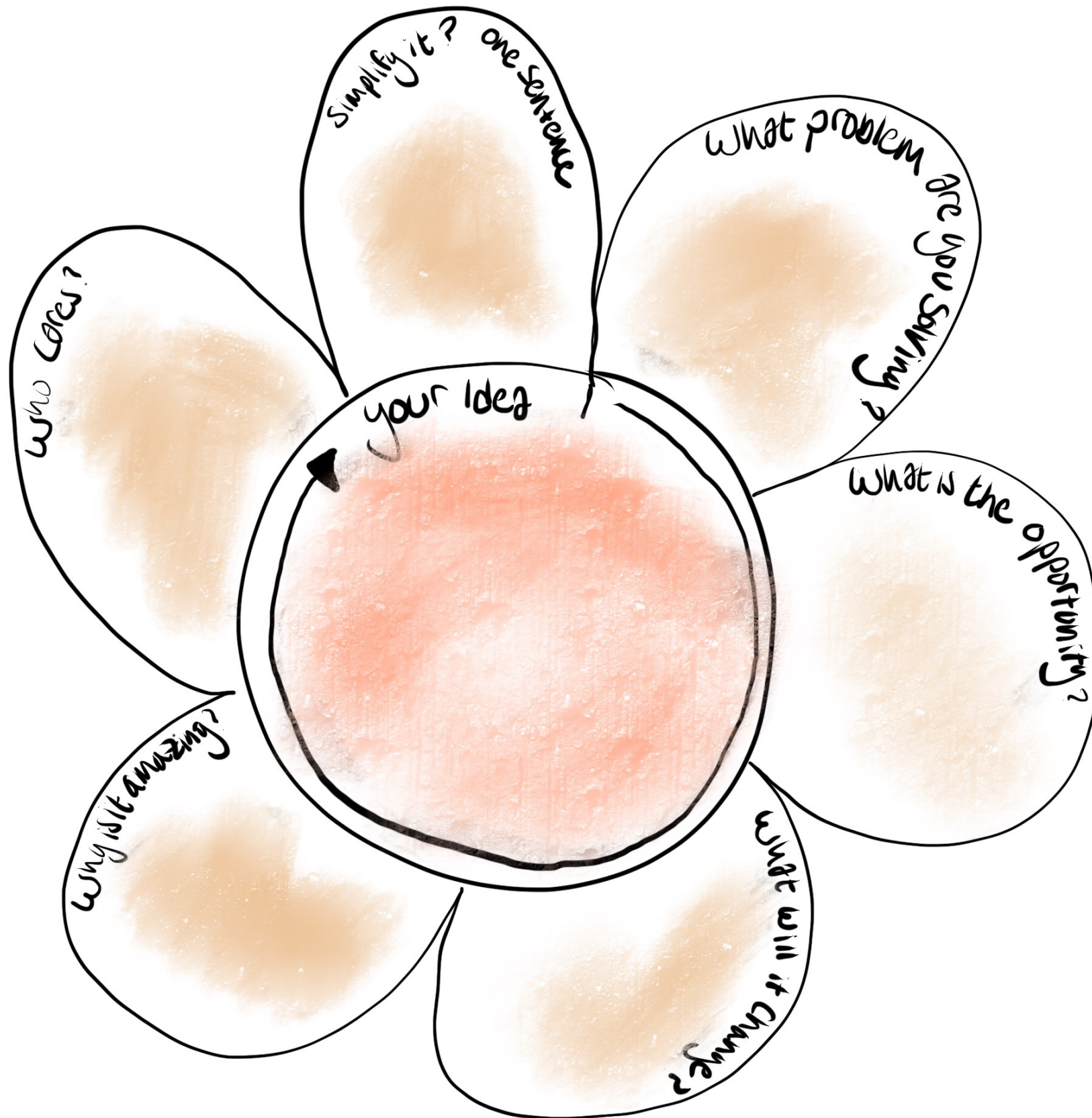
<b>I stand for</b>	<b>Why these things are good</b>	<b>Lived examples</b>

# Your idea

All great presentations have at their heart a great idea. You may have your own way of developing ideas, your own process or method. But if you don't then feel free to use this idea as a daisy. A worked-up example is provided in the book.



# YOUR IDEA





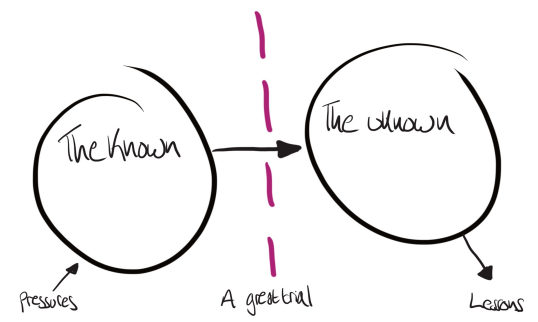
# Story telling methods

There are many ways of telling stories. These are the six that I prefer. The book outlines each. Once you have chosen which approach works for you can begin to build your story.

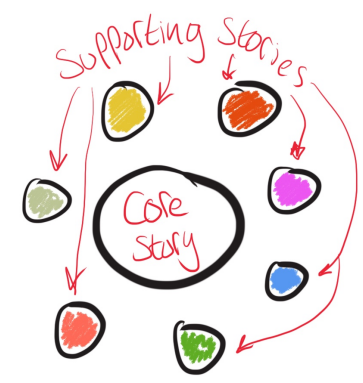


# Story-telling Methods

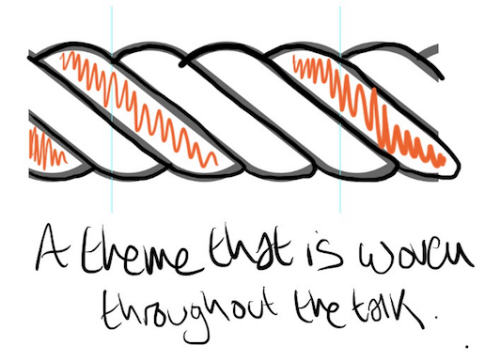
① Hero's journey.



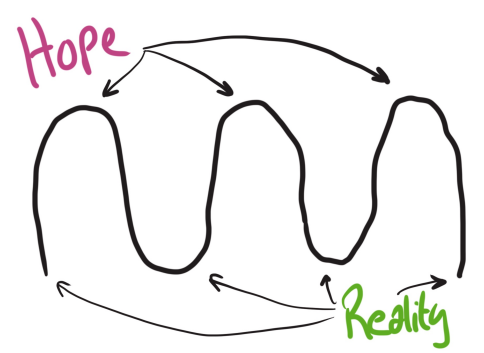
② Orbiting stories



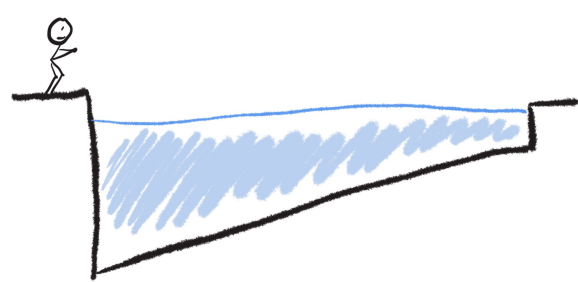
③ Golden thread.



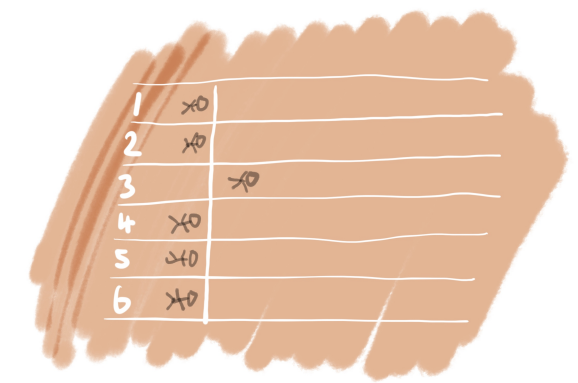
④ Oscillate to create contrast



⑤ Deep-end



⑥ False start



# Building your story

Which approach

.....

Core of your story (your idea)

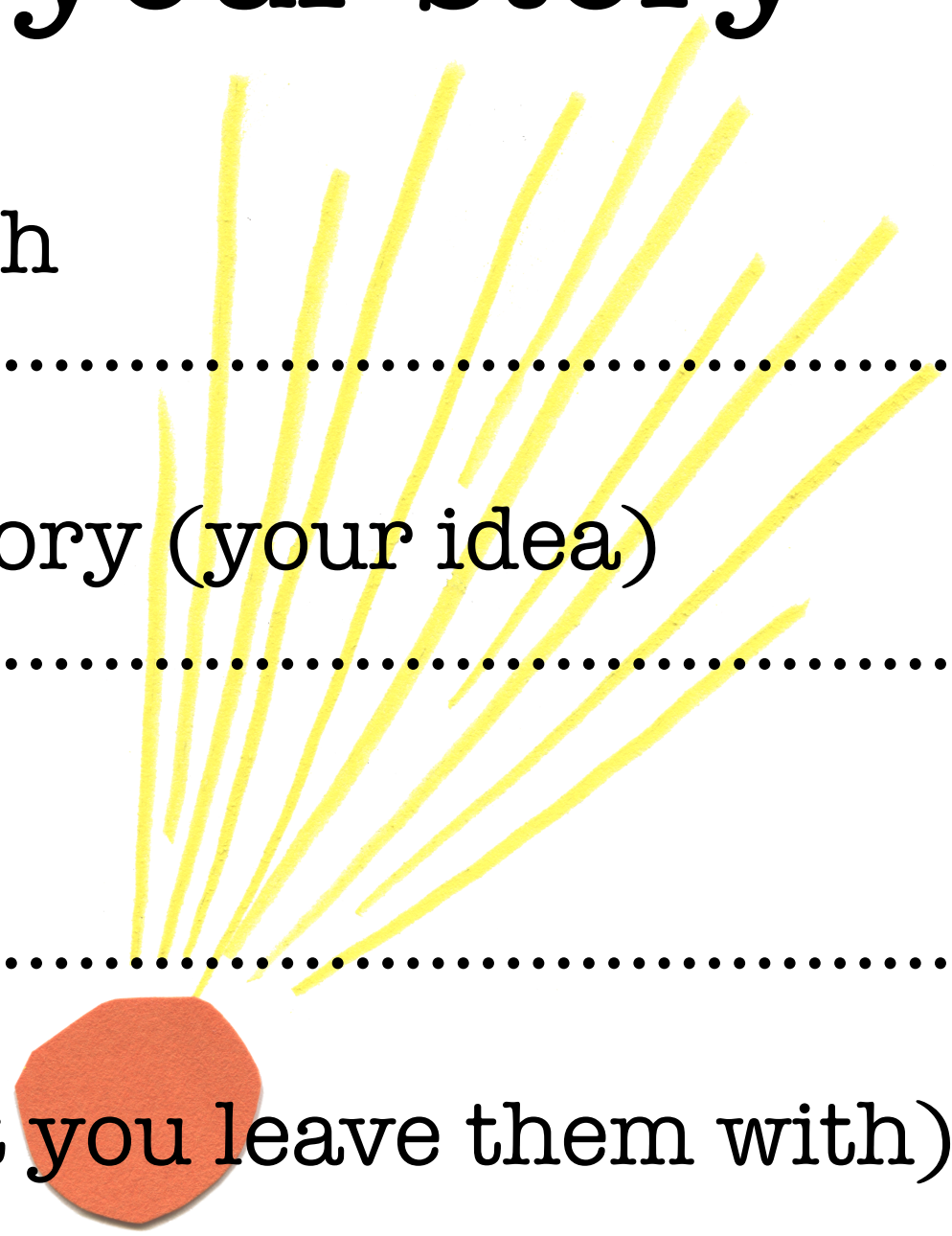
.....

Anecdotes

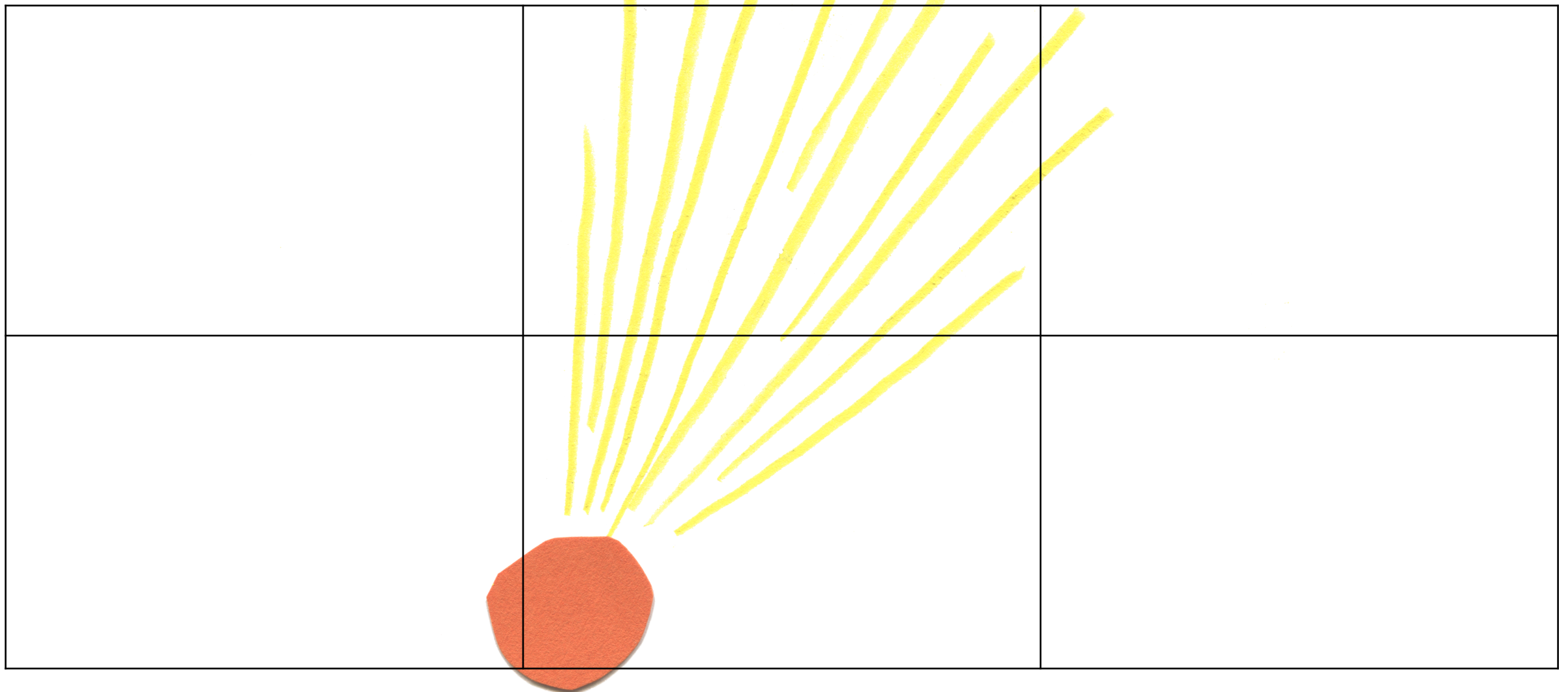
.....

Message (what you leave them with)

.....

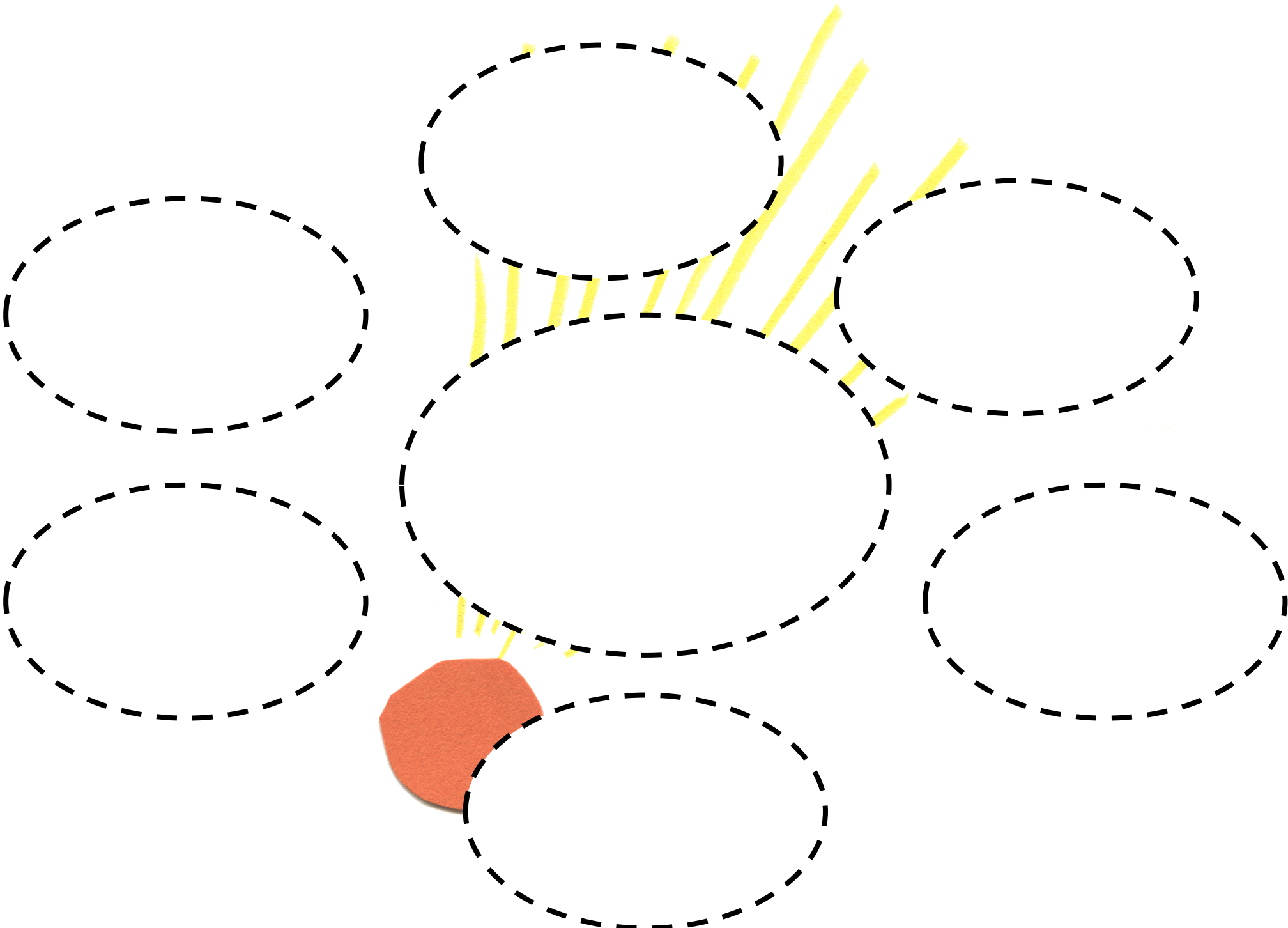


# Building your story



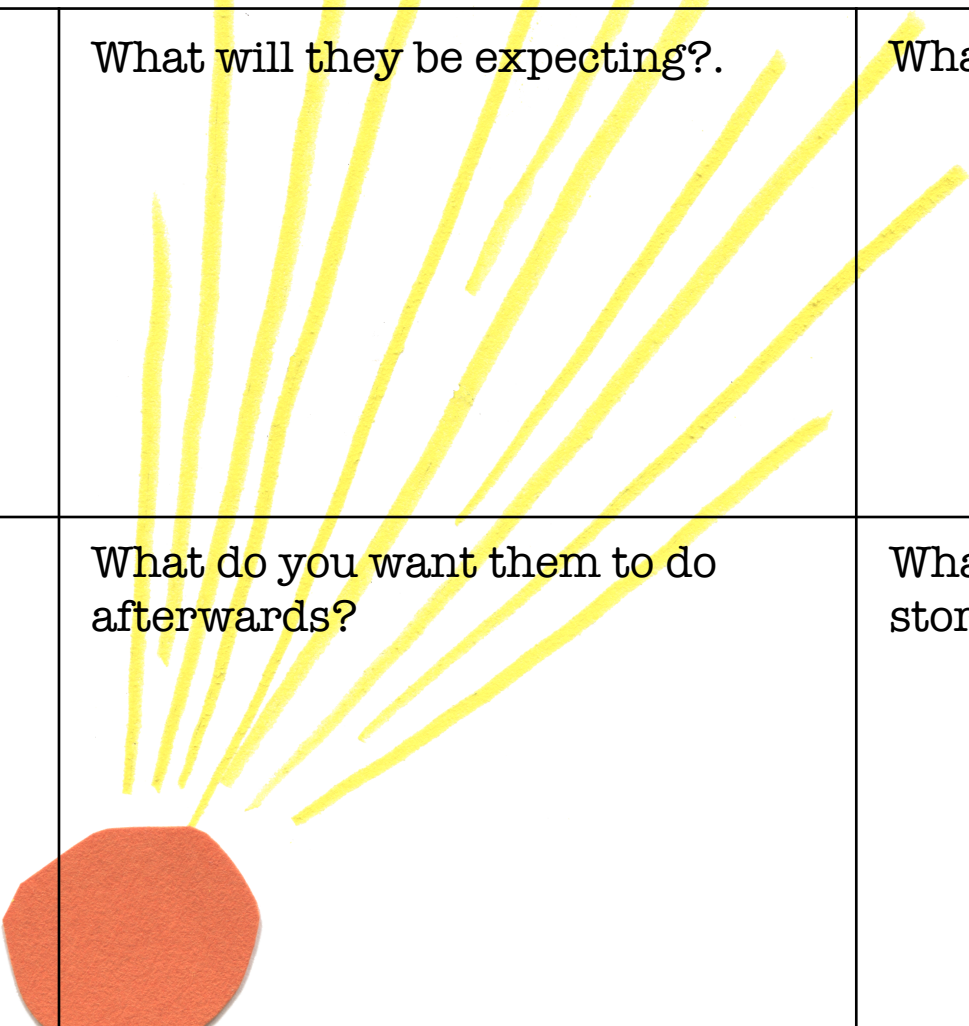
Plan it out in a storyboard. A picture or word per box.

Be more organic if you like..



# Your Audience

Who will be in the audience? .	What will they be expecting?.	What do they believe in?
What story will draw you and them together?	What do you want them to do afterwards?	What can you include in your story to encourage this action?



# Breathing

Being nervous is good. It sharpens you. But being so nervous or panicky isn't going to help you any. This method calms the breathing

Close the right nostril with your right thumb and inhale through the left nostril. Do this to the count of four seconds.

Immediately close the left nostril with your right ring finger and little finger, and at the same time remove your thumb from the right nostril, and exhale through this nostril. Do this to the count of eight seconds.

Inhale through the right nostril to the count of four seconds. Close the right nostril with your right thumb and exhale through the left nostril to the count of eight seconds.



# Meditate

Nervousness and panic clutter the mind. The secret is to see it and recognise it but see beyond it. There are four phases I find useful. RAIN

1           Recognise. Recognise what is happening in your mind. Give it a name. Anxiety. Fear. Stress. Give it a name. This is Fear, I recognise it. Where do I feel it in my body? Tight chest. Tension, Heart rate. Recognise it and give it a name.

2           Allowing. Don't push it away. Don't criticise ourselves for feeling this way. We add a second layer of negativity to already feeling shit. It gives the feeling more power. Whatever we feel is okay. Allow ourselves to feel the emotions and physical stuff. Don't add anymore judgement on top.

3           Investigation. Give the experience the kindness of your attention. What is calling for attention? What is dominant? Notice it and accept it without pushing it away. How does the body feel right now? Where is the tension or movement? Are the sensations changing? Investigate how you are seeing things. Can you allow what is happening or are you looking through a filter or lens? What opinions are you placing on the situation?

4           Non-identifying. Its best not to see this feeling as 100% part of ourselves. Otherwise we have no space from it. Observe it with balance, don't identify with it. Relax the mind and think of the sky/cloud metaphor. The sky doesn't change as the clouds pass by. The sky is not the weather. It is the sky. Your mind is bigger and different from the things within it.



# Ending well

How do you want people to feel?.....

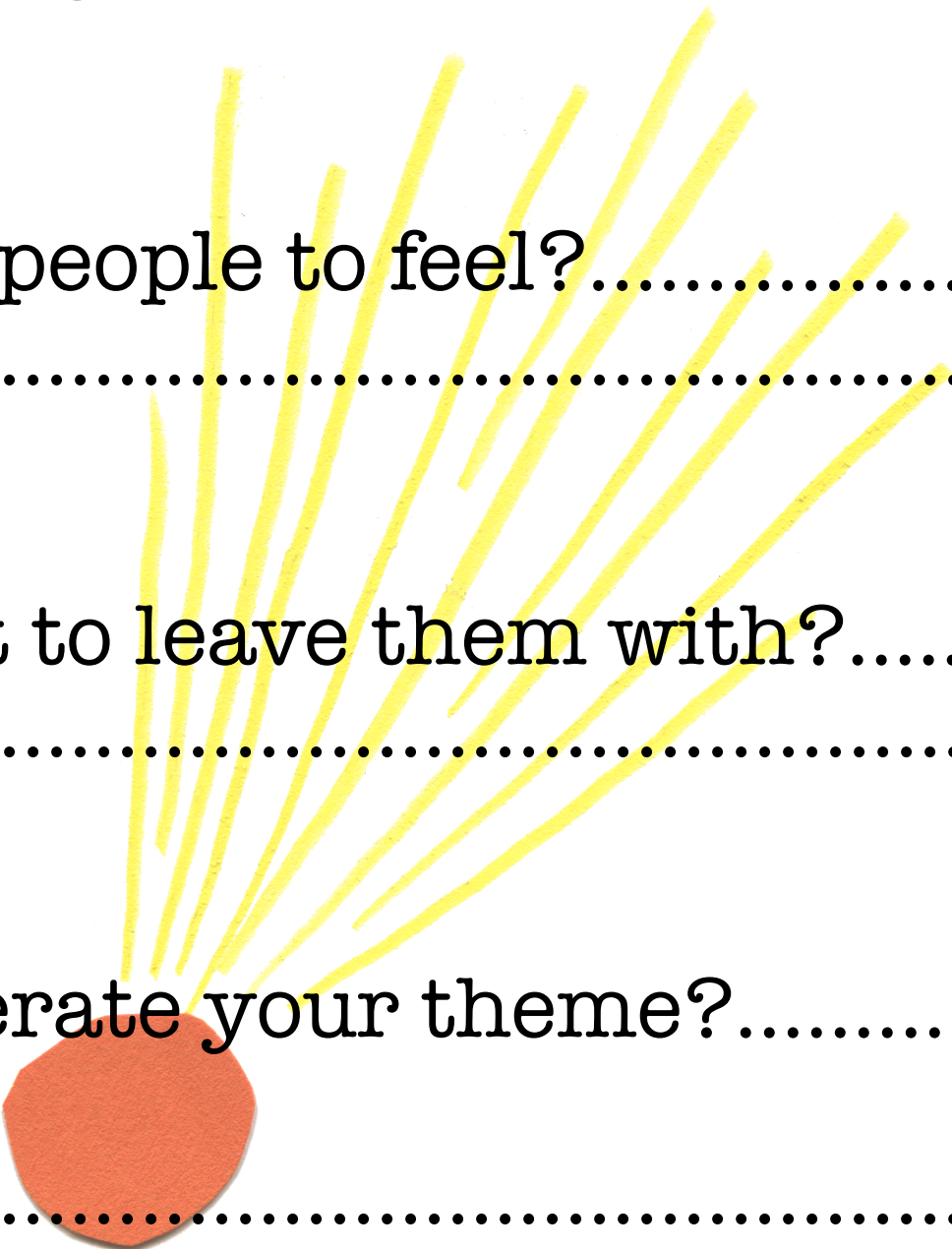
.....

What do you want to leave them with?.....

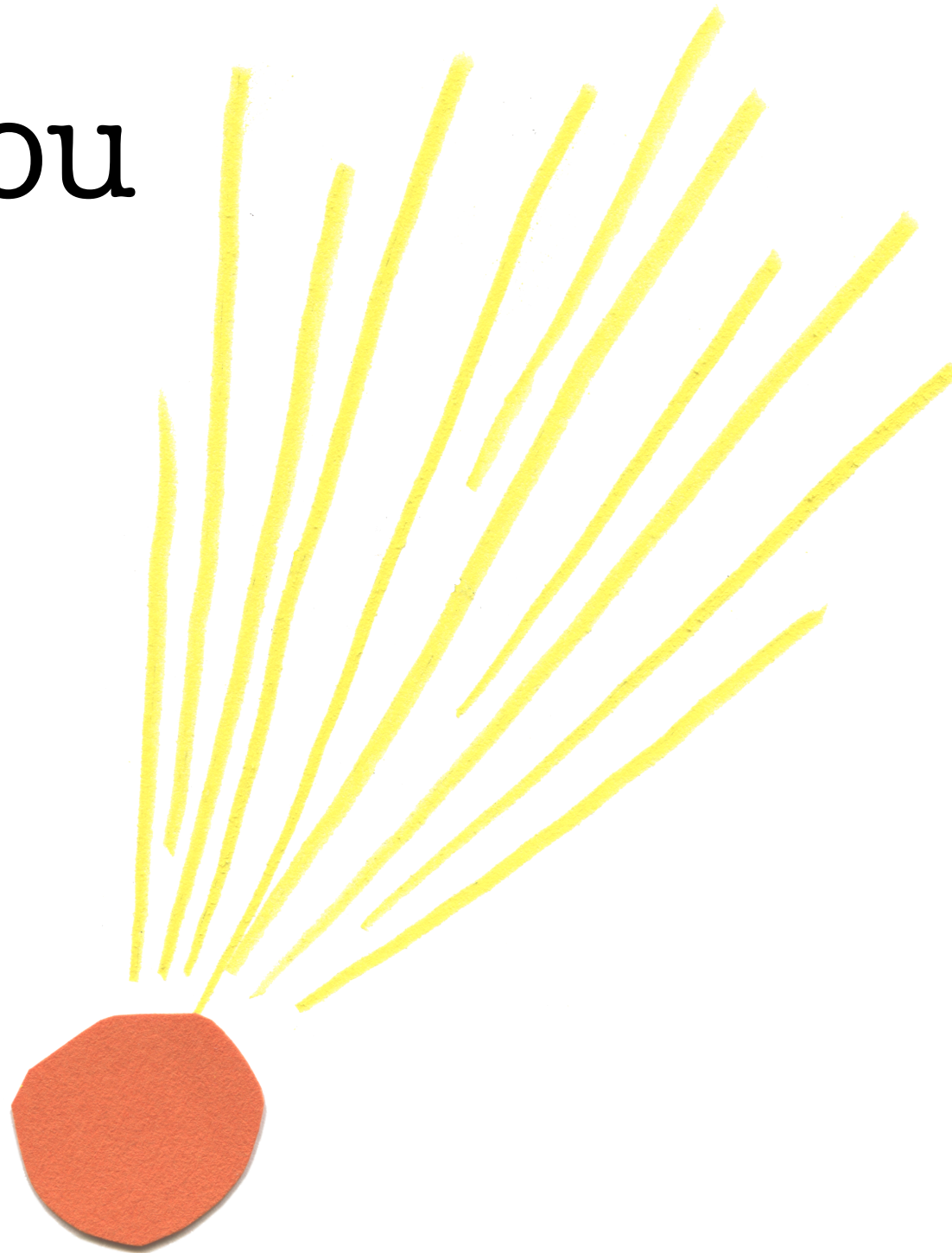
.....

How can you reiterate your theme?.....

.....



Thank you



Mark Shayler  
mark@thisisape.co.uk