

THE EXCEPTIONAL PRESENTER

**A Proven Formula to Open Up!
and Own the Room**

TIMOTHY KOEGEL

TIMOTHY KOEGEL is the founder of his own presentation and media training company, The Koegel Group. He has been specializing in this area for more than two decades. Mr. Koegel has worked to enhance the presentation skills of CEOs, world leaders, business executives, managers and sales professionals. He holds boot camps nationally to help prepare business executives for venture funding presentations and IPO road shows. Mr. Koegel has also acted as a consultant to the political world and has held training sessions attended by members of the House, the Senate and the White House. A graduate of Notre Dame, Mr. Koegel also lectures at business schools throughout the country.

The Web site for this book is at www.theexceptionalpresenter.com.

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MAIN IDEA

The potential payoff for possessing exceptional presentation skills has never been higher than it is at the present time. If you can make great presentations:

- You can build and enhance your reputation.
- You can sell more by presenting to groups.
- You can win your peers over to your ideas.
- You position yourself to get promoted.
- You can win more business for your firm.
- You become more versatile and more needed.

Put differently the better your presentation skills are, the more professional you become and the more money you will make. There is a direct link between how strong your presentation skills are and what you ultimately achieve in your career.

At first glance, becoming an exceptional presenter may seem like an impossible task but it's not actually beyond reach. As long as you know what you need to do and then work to improve your skills, with consistent practice you can lift your presentation skills from being average to exceptional. The key is to focus on and then work at regularly upgrading your presentation skills.

“Improving your ability to present and persuade will affect every aspect of your life. Please remember three things: (1) Do not accept average when you can be exceptional. (2) Every contact counts. Every interview counts. Every presentation counts. (3) Those who practice improve. Those who don't, don't. Once you achieve exceptional, you will never again accept average. Good luck.”

– Timothy Koegel

“Your presentation skill level will affect your income and your career track. It will affect your personal relationships and your ability to lead and persuade others. It will affect what job you land and what reputation you build. Becoming an exceptional presenter is NOT a Herculean task. In fact, it's not a task at all. It is a journey that I believe you will find to be enjoyable, energizing and rewarding. Practice is the most important part of the improvement program. If your delivery skills are second nature, they will not fail under pressure.”

– Timothy Koegel

The six characteristics of exceptional presenters

OPEN UP!

Organized

Exceptional presenters come across as poised and polished because they have their material down pat. That enables them to take charge. The listener gets the sense they are not there to merely kill time but to inform. Make sure your message is well structured and clearly defined if you want to persuade.

Page 2

O

Passionate

Exceptional presenters positively ooze enthusiasm and conviction for what they're saying. They speak from the heart and leave no doubt where they stand on the topic they are addressing. As a result, their energy becomes persuasive and ultimately contagious. Look and sound passionate.

Page 3

P

Engaging

Exceptional presenters are interesting to listen to. They do things which engage the audience. Often this is achieved by building rapport but there are also other options which can be used as well. To achieve something comparable, find ways to connect with your audience.

Page 4

E

Natural

Exceptional presenters have a very natural speaking style, almost like they are engaging you in a conversation. They make this look easy because they are so much at ease themselves. To come across in the same way, be confident about what you're going to say and with your audience.

Page 5

N

Understand Your Audience

Exceptional presenters do their homework in advance. They learn as much as possible about their intended audience so they can include those elements which will help them connect and engage. To give an outstanding presentation, know what your audience likes and give them that.

Page 6

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Practice!

Exceptional presenters get to be that way because they have practiced and improved over time. If you can make your delivery skills and patterns second nature, then you can be confident those skills will not fail under pressure. Make practice of presentation skills a part of your daily routine.

Page 7

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Putting it all together

Exceptional presentations don't just happen by chance. Great speakers consistently exceed their audience's expectations. In order to pull that off, plan ahead and embed great communication skills into what you do every day. It's not where you start that counts but where you finish. Choose to become exceptional and then work towards that goal.

Page 8

OPEN UP!

