

## Back to Basics for Virtual Presentations

While technology gives us the ability to present anytime and anywhere, it doesn't guarantee the quality or effectiveness of the communication. As I've worked with people during the pandemic, one thing has become clear - speakers need to spend more time preparing for virtual presentations than they would for similar in-person situations.

Here are five fundamentals to keep in mind as you get ready for your next virtual presentation.

1. **Set the Stage.** People are constantly adapting to different topics and audiences as they go from meeting to meeting throughout the day. Take time at the start to bring them up to speed on the purpose of the presentation, what you're going to cover and what you want from them – the action step (feedback, a decision). This helps them understand the context of your presentation, so they can participate effectively.
2. **Keep It Simple.** For some reason, virtual presentations bring an additional sense of urgency for speakers to cram in as much information as possible into a short timeframe. Resist that urge. Simplify. Focus on what your audience needs to know to buy in to your action step. And finish early!
3. **Share the Stage.** Think of when and how you're going to involve the audience. Tell someone ahead of time that you want them to be part of the presentation - they can comment on or talk about a specific topic you're going to address. Ask questions at specific times to create a dialog and get a sense of people's understanding, attitudes, and reactions.
4. **Make It Real.** Along with the urge to communicate too much information, presenters often forget to connect what they are presenting to issues that are important to the audience. Talk to the 'So What' of the sales forecast, engineering roadmap or financial performance you're covering. What does it mean for the audience?
5. **Show Up Strong.** Show a confident, genuine presence. Take a few deep breaths before you start. Look at the camera when you make an important point or respond to a question. Pause from time to time, so the audience can absorb what you've said, and you can think about your next point.

Let's get back to basics! Follow these steps and you'll be more productive and get more out of every presentation.

For information on how we can help you and your organization make an impact, [visit our web site](#) or email [daveu@underhilltraining.com](mailto:daveu@underhilltraining.com)

Best Wishes,

Dave Underhill