

Be revision wise

‘We all have the ability. The difference is how we use it.’ - Stevie Wonder

Most of us have to do revision and the subsequent exams at sometime as part of our education and further development so why not make the experience a positive one, rather than something to dread.

‘It’s lack of faith that makes people afraid of meeting challenges, and I believe in myself’ - MuHammad Ali

Perspective in life is so important, and guesses what; each of us can control our perspective and can alter it right now! Believing in ourselves is vital, if we don’t believe in ourselves how can we expect anyone else to.

‘What we see depends mainly on what we look for’ - Sir John Lubbock

It is all down to the concept of ‘the self-fulfilling prophecy’... It has an enormous impact on our likelihood of success. Think about it, how can you achieve your goals if you keep telling yourself you can’t? Energy is a remarkable thing so focus your energy



Keep your eye on the goal

on success and set your mind on the right path to help you achieve that goal.

‘Man is a goal-seeking animal. His life only has meaning if he is reaching out and striving for his goals.’ – Aristotle

As individuals, we learn at different rates and find different revision techniques more effective so there will always be the person who never turns up for class or never seems to do any homework etc but who rocks up for the exam and comes out with straight A’s. They are the exception not the rule! There is no point in comparing yourself to anyone. Take responsibility for your own revision plans and your own personal goals.

‘Be yourself; everyone else is already taken.’ - Oscar Wilde

Finding the most effective method of revision for you can be a case of trial and error. Regardless of the revision method you use, it is vital to test

yourself at regular intervals throughout your revision. It is important that you are honest with yourself as to how much you have learnt so far. There is no point testing yourself at home or in the library and having a quick peep in your books! Ultimately you only build a false picture of how much you have learnt. Try to see your revision as an opportunity to impress yourself as to just how much you can get your head around. You can do it! Here are a few tips to help with your revision:

‘Don’t compromise yourself- you are all you’ve got’ - Janis Joplin

1. Study skills

Where to study?

Creating good conditions to study in can help you make the most of the time you spend revising. Here are some suggestions:

- Find a quiet place to study in, make sure you are sitting comfortably and your desk is well lit
- Keep background noise to a minimum
- Have everything you need to do your revision to hand before you start

How to study?

‘Nothing is particularly hard if you divide it into small jobs.’ - Henry Ford

There is no ‘right way’ to revise, as long as the method you choose enables you to gain a solid grasp of key facts and consolidate your knowledge. Some are happy to read their classroom notes from start to finish, others simplify the information, turning everything into skeleton notes, diagrams or mnemonics. Most students find that mixing techniques suits the varied nature of the subjects being revised, and provides essential variety when studying.

‘Motivation is what gets you started. Habit is what keeps you going’ - Jim Ryun

- Turn your notes into revision tools;
- write ideas and facts on to cards to use as ‘prompts’
- create memory aids to help you remember key facts such as diagrams or mnemonics (SMART

objectives: Specific; Measurable; Achievable; Realistic; Targets).

- write key facts out and display them around the house where you will see them
- record yourself reading notes to listen to
- Study with a friend and test each other’s knowledge
- Work through past question papers and use a watch to time your answers.
- Choose study and revision guides sensibly. It’s not hard to find help with revision – there are many established published revision guides and hundreds of websites offering help and advice.
- Keep yourself alert by changing revision methods during a session. For instance, try switching from note taking to memorising
- Attend any revision classes that your teachers may be running
- Look after yourself – Sometimes revision can become a competition – who stayed up latest, who worked longest, who’s worrying the most. But the more tired you are the less efficiently you’ll work. You need to rest as well as study, eat well, drink lots of water and make sure you pace yourself.

‘Everything is practice’ - Pele

2. Revision plan

‘Success is the sum of small efforts repeated day in and day out’ - Robert Collier

Successful revision requires a plan; otherwise it is easy to waste time. Leave yourself plenty of time before your exams begin and remember it is better to start too early than too late.

‘A jug fills drop by drop’ - The Buddha

- List all your exam subjects and the amount of time you think you will need for each one. It is unlikely that the amounts will be equal. It is advisable to allocate more time to the subject/s you find the most difficult
- Draw up a revision plan, fill in any regular commitments you have and the dates of your examinations. Write up your plan and display it somewhere visible
- Use Revision Checklists or Syllabuses for each subject as a starting point. Look at what you need to know and try to identify any gaps in your knowledge.
- Divide your time for each subject into topics based on the units in the revision checklist or syllabus, make sure you allow enough time for each one
- Revise often; try and do a little every day
- Plan time off, including time for activities which can be done out in the fresh air. Take a 5 or 10 minute

An Intelligent Diet

“One cannot think well, love well or sleep well if one has not dined well.”

Virginia Woolfe

Boost your brainpower by feeding your brain ‘brain foods’. Here are some tips for an intelligent diet:

1. Balance your glucose - it provides fuel for your brain. Eat carbohydrate foods in the evening they promote relaxation and sleep. Grains, fruits and vegetables are key sources of carbohydrates.
2. Eat essential fats - ensure your diet is rich in omega-3 fats found in oily fish, like salmon, sardines, trout, tuna, herring, mackerel and anchovies.
3. Include plenty of protein rich foods in your diet. Proteins are essential to make neurotransmitters which are vital for the thinking process. Eat a protein based lunch to optimise your mental performance and alertness throughout the day. Protein is found in meat, fish, milk and cheese.
4. Eat foods rich in vitamins and minerals to ‘fine tune’ your mind.
5. Drink 1.5 to 2 litres of water a day to keep your brain well hydrated.
6. Oxygenate your brain by exercising and eating little and often. Eat your main meal before 7pm.

break every hour and do some stretching exercises, go for a short walk or make a drink

- You may find it helpful to change subjects at ‘break’ time, for example do one session of maths and then change to Geography, or alternate a favourite subject with a difficult one.
- Don’t panic; think about what you can achieve, not what you can’t. Positive thinking is important!

‘We are what we repeatedly do. Excellence then is not an act, but a habit’ - Aristotle

3. Last-minute revision tips

‘Twenty years from now you will be more disappointed by the things that you didn’t do than by the ones you did do.’ - Mark Twain

Although time may be short, you can still make a difference to your grade. Try and prioritise; do what you can.

- Use your revision tools (prompts, diagrams etc) to check final facts
- Keep calm and consolidate your existing knowledge rather than trying to learn new topics
- Don’t stay up all night revising; being overtired will not help you to do your best

‘If you are going through hell- keep going.’ - Winston Churchill

Look out for ‘Enjoy Exams’ in the next issue!

How to improve your creativity

When most people think about creative processes, what springs to mind? Mental images of artists rustling up novel pictures may be brought to mind, or perhaps entrepreneurs conceiving radical and innovative products.

The reality is that creativity is relevant to everyone. Any task that involves ideas can be helped by creative thinking, whether it’s a weekly planning meeting in the office or working out how to encourage more people to join your local tennis club.

Here are a couple of mental teasers to get your creative juices flowing. See if you can come up with a sentence that you don’t think anyone has ever said or thought before. How does it feel to have created something unique? Many people find the idea of thinking something no-one has ever thought before to be quite exhilarating!

Now try this lateral thinking puzzle which is designed to really get you thinking – see how many possible solutions you can come up with to the situation outlined below; it doesn’t matter how weird or whacky they are!

A marksman who always hits the target is in the centre of a field, with four targets standing in each corner of the field. With just three bullets, how can the marksman knock over all four of the targets?

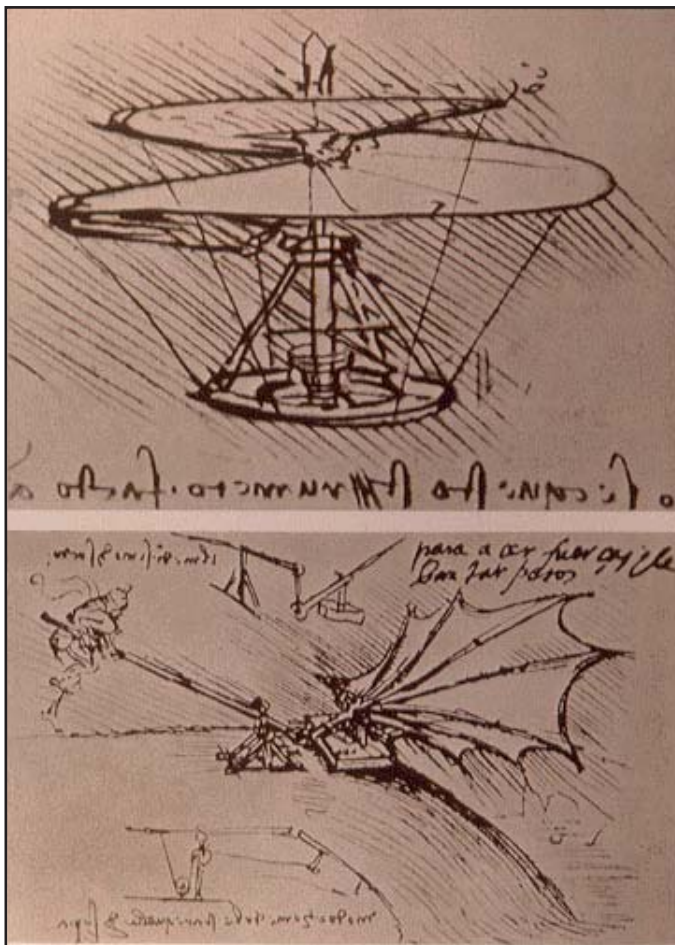
If you come up with three or more solutions then you have natural creative flair, five or more and you should be working for a marketing agency! You’ll find some potential answers to this puzzle at the end of the article.

Many people find it difficult to come up

in order to tease out ideas and help you think clearly about a problem and come up with creative solutions.

For instance, a music shop might wonder how it can get more customers. However, it can be extremely hard to come up with ideas by simply asking “How can we get more customers?” One method to help the creative process is rather to ask “What can I do to drive away all my customers?” Sometimes approaching the situation from the opposite point of view can really work, and indeed it seems easy to come up with ways to get rid of customers – instantly most people will come up with ideas such as high prices, queues, lack of stock, a badly laid out store and poor customer service.

What is so effective about this method is that by asking the opposite question, we suddenly gain new insight into the question we wish to answer, and our creativity can kick in by working out how to reverse that trend. For instance, having realised a bad layout can drive



Leonardo Da Vinci is well known for his creative works

up with new ideas, and is therefore particularly effective for those who are naturally logical features.

If you were asked to come up with an idea for a new type of television, how would you do it? This method provides a simple but powerful answer. It requires that you list the different attributes of the product, here a television, as column headings in a table. For instance, the attributes of a television include the size of the screen, type of screen, power source, stand type, number of speakers and many more.

The next step is to list all the possible options you can think of for each attribute, so for size of screen you might list 2” (portable TV) then a few other common sizes such as 14”, 22”, 28” and 40” in the relevant column. This process is repeated for each attribute – for screen type we might list wide, flat, curved, plasma, LCD and so on.

Then in order to create a brand new product, all we do is simply mix and match features from each attribute list – and by doing this you will find yourself automatically coming up with lots of novel ideas. Thus if you combine solar power from your power source list and 2” screen from your screen size list, you will come up with a very creative idea - a solar powered portable TV!

A third technique that can be employed to improve your creativity is called ‘points of view’. Here you imagine how people with different jobs and world views would tackle the same question. This works because we can easily get

stuck on a problem by only looking from a narrow viewpoint – our own.

Imagine your boss at work has tasked you with writing a list of ways in which the company could improve sales of a flagging product. Now, you will naturally approach it from your own area of expertise, but a much better way is to look at the issue from various points of view: those of the strategist, the marketer, the finance guru and the product manager will all ask different questions. By imagining what those questions are likely to be, you will have many more ideas and the chance to greatly enhance your creativity.

A marketer might ask ‘are we still targeting the right market?’, whilst finance might ask ‘are our pricing levels still competitive?’ The product manager might enquire about the features and benefits of the product in the modern environment, and a customer might simply ask how to operate the product or why they need it.

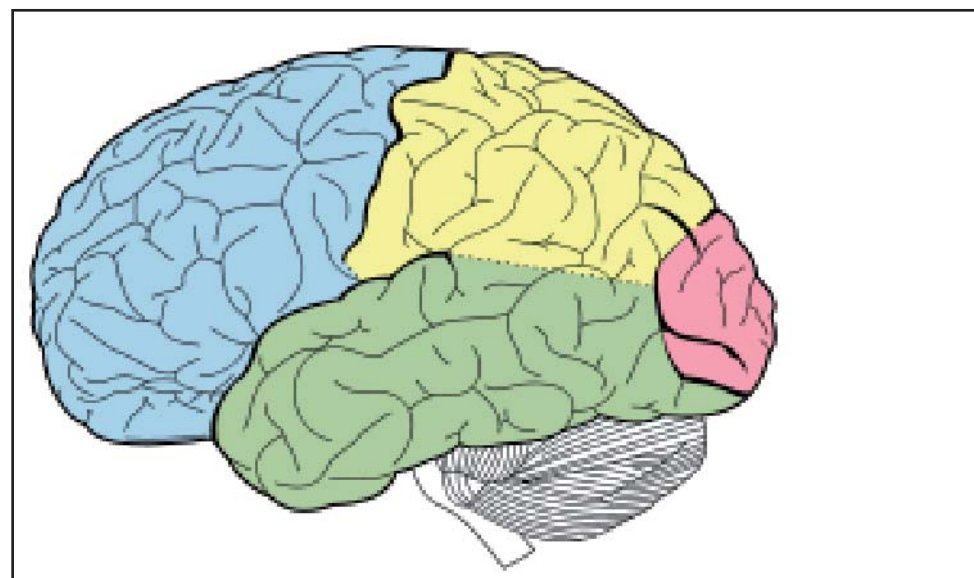
By examining a question from the many points of view of different people, you really can improve your creativity by leaps and bounds.

Now that these three techniques have been outlined, are you ready to test your new found creativity? Here’s your final creativity challenge: see if you can come up with an idea for an innovative new product that solves a problem we all experience in our lives. Use as many of the above methods as you see fit to help you in your quest, and remember the purpose of this exercise is simply to be creative, so don’t worry about any technical or practical constraints on your thinking.

Let your imagination run wild and bask in your new found creative prowess, and if you have any great ideas we would love to hear them!

Some possible answers to the lateral thinking puzzle

- The wind blew over one of the targets and he shot the other three
- -An animal in the field knocked over one of the targets
- -He was not the only person in the field
- -He walked and pushed over one of the targets
- -After firing three times he picked up one of the three bullets and shot the fourth target
- -After firing two shots, he walked and stood behind the third target. Since the fourth target was in the other corner of the field, by firing directly in a straight line through the third target he was able to also knock over the fourth target with the same bullet



The frontal lobe (shown in blue) is thought to play an important role in creativity

with any solutions to the above problem. If this is you, here are some techniques that can really help you improve your creativity.

The first popular method is called ‘opposite views’. Here you simply reverse the question you wish to tackle

customers away, the store manager could try a couple of re-arrangements of the store layout, and see which one leads to greater sales.

Another technique to promote creativity is called ‘attribute storming’. This is a structured way of coming

Who would have thought ...

Emma Brazier

Some of us love a good argument, some of us love to perform - debating fulfils both desires. However, there will be those of you out there who want to run the other way at the mere mention of the word 'debate', and the thought of standing up and putting across your point of view in a convincing and concise way leads to an overwhelming sense of panic! The idea of a debate is to encourage people to argue, but whilst sticking to intelligent discussion. It is a unique way of promoting critical thinking, communication, research and

of debate as a method or art is to develop one's ability to play from either position with equal ease. To inexperienced debaters, some propositions appear easier to defend or to destroy; to experienced debaters, any proposition can be defended or destroyed after the same amount of preparation time, usually quite short. However, what I noticed was that frequently my initial thoughts on a subject, no matter how strong, could be left in serious doubt after hearing or indeed forming, a persuasive and well structured argument the other way.

I also surprised myself at how well I managed to think on my feet so to speak and when we had questions at the end of our speeches I coped far better than I ever thought I would when faced with challenging questions which we were unable to rehearse.

My father Alan Brazier was always a man of words and action and after a long and distinguished career in business, with his invention of the Vax vacuum cleaner being one of the highlights, he found retirement a somewhat difficult concept.

However, never one to let his mind idle, and as we were all growing somewhat tired of trying to satisfy his insatiable appetite for debate at home he went about setting up a Gentleman's debating society which met on the last Monday of every month.



Alan Brazier

Unfortunately, my father has since passed away but the 'Alan Brazier Debating Society' is still going strong. They continue to meet in the Boot Inn, Flyford Flavell, Worcestershire on the last Monday of

every month for their lunch and debate. (I think a few pints are also a compulsory part of the occasion!)

I very much miss my college debates and indeed miss helping Dad with his research for his speeches so I think I will have to start my very own debating society. If there is no debating society established in your school or organisation why not set one up in your community, village, town, school, local pub or with a group of friends, young and old alike. One is never too old or indeed too young to get thinking, and who knows you may even have your mind opened to a whole new way of thinking...



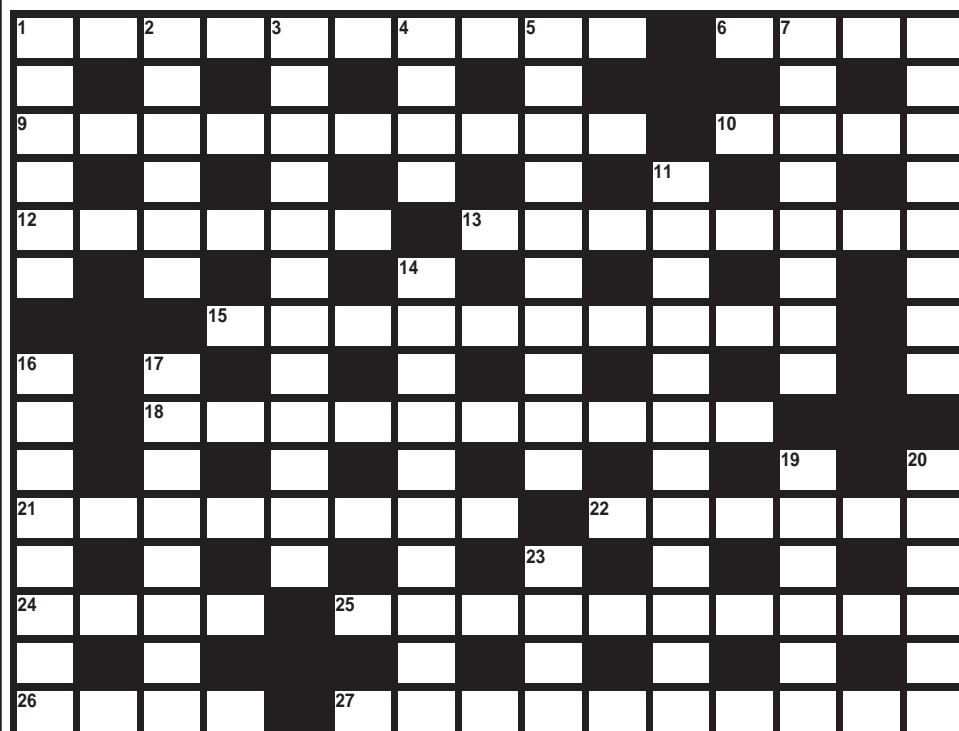
Members of the Alan Brazier Debating Society

enquiry skills. Debating encourages people to build effective communication skills, which in turn enhances their confidence. The ability to communicate and persuade a group of people often allows people to discover their inner voice.

Taking part in a good debate can also be an excellent way of exploring topics you had never given any detailed consideration to. Admittedly, I am someone who has ever shied away from expressing my thoughts and opinions, but my first experience of taking part in a proper structured debate was when I started studying law and part of our syllabus entailed having monthly debates.

Initially I was apprehensive about researching and then putting together my argument either for or against the motion, especially when considering highly emotive medical ethics issues, such as euthanasia. We were told whether we were speaking for or against the motion, which meant we often had to put together arguments which went totally against the grain of what we thought. In fact the major goal of the study

Bright Times – Brainteaser Crossword No: 2



Compiled by: Supataff

Across

- 1 This flower could break the Welsh Icon (10)
6. Screw this into the ground for light (4)
9. Black, woody or even deadly (10)
10, Sounds as if you would be in your element doing the washing up here (4)
12 Not a Hail Mary, more an English flower garden (6)
13 Can I be bothered to go up the slope? (8)
15 Glevum, Aquae Sulis and Salinae (5,5)
18 You are on thin ice if you are tired of this form of childish transport (10)
21 This boy had better beware of the girls this February (8)
22 This Olympic contestant could be putting up barriers (6)
24 Its all quiet from this Viking icon (4)
25 I think I will plant my seeds this time 2009 (4,6)
26 Distell is missing a window (4)

27 The Olympics in 2012 will be this in Britain (5,6)

Down

- 1 Various ways to get naturally warm (6)
2 This month the emporor loses us (6)
3 Continually gets worse (12)
4 Covered in burnt remains (4)
5 Religious promotion perhaps? (10)
7 My 'brothers' will support me if I'm one of these (8)
8 Last years subs will put a charge on your spine (4,4)
11 Fragrant Hippies in the 60's (6,6)
14 Afraid of nothing (4,2,4)
16 A novel way to describe Dr No or Hook, Line and Sinkers (3,5)
17 As a group we know what you are thinking (8)
19 He fills out forms (6)
20 Times are best if they are this (6)
23 A reversal of the early betting stakes could have a volcanic outcome (4)



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Career profiles

Are you a Legal Eagle

If you are interested in studying law, you may find the following websites useful: www.barcouncil.org.uk, www.lawsociety.org.uk, www.ilex.org.uk



Lady Justice atop the Old Bailey in London

Worcestershire College of Technology boast their very own law school which is run in association with Staffordshire University. Here we talk to Mr John Duddington founder of the law school about studying law:

Why become a lawyer?

Lots of interesting careers - as a solicitor- sorting out family disputes, appearing in court defending someone accused of a crime, advising a person on making a will, advising a someone who has been dismissed at work - working in the public service advising a local council, working in the courts, in industry, armed services - all of these need legal advisors.

Using skills you have acquired elsewhere - e.g. have you worked a lot with people? Enjoy speaking? Drafting complex documents putting into words what has been agreed? In all of these cases you can use this skill as a lawyer. Making people's lives better - sorting out their problems and helping them to get on with their lives.

Why study at Worcester Law School?

We offer courses which are the same as at a university - degree - graduate diploma for graduates etc as well as other courses e.g. an HND in Law, Legal Executives, Legal Secretarial and Administration course and certificate in Crime and Criminal Justice. So we are bound to have something for you. We specialise in helping people who are looking for a change of career - don't think that it is too late! The environment is small and friendly. There are excellent facilities - modern Study Centre and a mock court room. Why not see for yourself - contact Sarah Bradnick on 01905 743466 or email her on sbradnick@wortech.ac.uk

There are many different aspects of work within the law; we will take a brief look at some of them:

Solicitor – Solicitors advise clients on the law and act on behalf of clients in legal matters. Clients may be individuals, businesses or organisations. Solicitors work in a variety of settings:

- Private practice, providing legal services such as conveyancing, probate, personal injury, criminal law and family law.
- Commercial practice, advising and acting for business clients in areas such as tax, employment law, contract law, patents and company sales and mergers.
- In-house legal advice for companies, government or local authorities
- The crown prosecution service, examining evidence to decide whether a case should be brought to court.

Duties vary depending on where you work, but typically include, advising clients on legal matters, representing clients in court, instructing barristers to act for clients, drafting letters and other documents, researching cases, keeping financial records, attending meetings and preparing papers for court.

Barrister – Barristers give specialist legal advice to solicitors and other professional clients, and represent individuals and organisations in court or at tribunals.

As a barrister your work would include:

- Meeting solicitors and other professionals.
- Researching points of law from previous similar cases.
- Writing opinions and advising solicitors and other professionals.
- Preparing for cases by reading statements and reports.
- Representing clients in court, at tribunals or public enquiries – presenting the case to the judge and jury, cross-examining witnesses and summing up.

These are not the only legal careers; there are many others that you may wish to consider, for which training varies.

Paralegal – Paralegals carry out legal work in a range of organisations, such as law firms, citizen's advice bureau, police forces, and commercial businesses. Paralegals are not fully qualified solicitors or barristers. Exact duties vary but the work often includes:

- Preparing legal documents
- Research
- Interviewing clients and witnesses
- Attending court
- Giving legal information to clients
- Typing, filing and other clerical tasks

Who's Cooking?

Experiencing people enjoying the food you have prepared must be very rewarding. Work options for chefs are varied; private work for an individual, work on a cruise ship, in a hotel, pub or restaurant – even run your own kitchen. Most chefs' work long hours, some of them unsociable; early mornings, late evenings, weekends and national holidays but do the rewards outweigh the pitfalls?

To become a successful chef you will need a range of skills:

- **Creativity.** Being able to follow a recipe is not enough, a flair for cooking as well as qualification and experience are required.
- **Management.** As a chef you will be head of the kitchen, you need to be an effective and responsible leader. You must be able to inspire your staff.
- **Organisational and Planning Skills.** As a chef you may be required to organise rotas, deliveries and storage of stock as well as planning menus and ensuring dishes are ready at the right time.
- **Personal Qualities.** Motivation, imagination, confidence, good communication skills, hard working, practical, methodical, able to multi task, able to remain calm under pressure.

Simon Stone started at a very young age helping out in the kitchen and now at the age of 21 he has already been promoted to a head chef position in a beautiful country pub in Worcestershire as a result of his hard work and natural talent with food.

What is the best thing about your job?

The atmosphere in a busy kitchen is great.

The worst?

The unsociable hours

Describe your typical day?

10am start preparing the meat and vegetables for the carvery and lunch service. We finish serving at 2 so then it is clean down the kitchen and make sure it is all ready for evening service. I also have to go through my fridges and do an order list. I finish after lunch service and I come back again at 5pm and prepare for evening service. I usually finish about 10.15 having cleaned the kitchens down again ready for the next day!

It can take quite a while in the industry to become a head chef so if this is your dream it's best to start young! If you're not sure whether a chef's career is for you, it's a good idea to try doing some work experience. A few weeks in a busy kitchen and you'll soon know if it's right for you! Once you have reached the decision



Simon Stone in the kitchen

that you would like to become a chef there are several routes you can take:

- A full time course at college or professional cooking school, this will help you understand the background and basics of cooking. You will learn technical skills, health & safety and practical skills. You will gain qualifications which may mean you do not have to start at the bottom of the profession.
- Start at the bottom level in a restaurant working your way up as your skills develop.
- On the job training with some days in college (apprenticeship). An apprenticeship allows you the opportunity to gain experience in the kitchen whilst also studying for qualifications.
- Work in a chain that offer in-house training.

Let's have a look at what is available in Worcestershire...

Worcester College of Technology offer a huge variety of catering courses in areas such as catering and cooking, food preparation, food safety & hygiene, hospitality & food service (too many to list them all!). Some of these courses are vocational enabling you to earn while you learn.

See www.wortech.ac.uk or call 01905 725555 for more information.

Worcester Sixth Form college offer an A/AS level in Food, nutrition and health and in Food Technology. For more information see www.wsfc.ac.uk New College Worcester offer NVQ's in hospitality and catering as well as a variety of other food related courses, more information is available at www.ne-worcs.ac.uk

Worcester University also offer a variety of courses see www.worc.ac.uk Please note: We are unable to list all agencies in the area that offer suitable training courses.

The Wheelbarrow Castle

Kitchen staff wanted

Must have knowledge of
Home-cooked food
Chefs/improvers

Must work as part of kitchen team

Call Adrian on 01386 792207

Presentations - Stand proud

You have been asked to do a presentation in front of a group of people, what goes through your mind? If you are anything like me, you will find yourself seized immediately by terror. Standing up and talking in front of other people, my idea of a nightmare! However, there are ways in which we can improve our presentation skills, firstly persuade yourself to stop thinking about what could go wrong, it is unlikely you will forget what you are talking about, that your trousers will fall down or that your audience will all up and leave. Get some perspective, remember, doing a presentation is a daunting thought for almost everyone. When we have no experience we let our imagination fill the gaps leading to a distorted perception. Don't forget that introducing yourself to a stranger is a presentation in itself – we



Technology to help in your presentation

do this all the time.

Presentation formats are very varied, the media and the purpose differ a lot, oral, multimedia, power point, short impromptu presentations and long planned presentations.

“Depth of conviction counts more than height of logic, and enthusiasm is worth more than knowledge”. David Peebles

The following tips will provide you with a good grounding, standing you in fine stead to deliver the perfect presentation.

In Preparation;

- Remember you have been asked to do ‘a presentation’ no one says it has to be an ‘all singing all dancing presentation’. Low key presentations can engage audiences just as much.
- Think back to any presentations you have attended, what was good about them and what was not? What did they do that grabbed your attention and what made you switch off? Can you talk to anyone who has more experience than you; are there any role models at work you can turn to? Do not copy what other people do but adapt things to suit your own personality.
- Think about your audience – how do you want them to react? Their expectations. Your aims (to inform, inspire and entertain, maybe to demonstrate, prove and persuade). The surroundings and what facilities

are available. Thinking about these things will help ensure your presentation fulfils its purpose.

- Your presentation should have a natural balance and flow. A simple approach is to break it down into three clear sections. The introduction must be strong; you should tell the audience what you are going to speak about and what your purpose is.

“Tell them what you’re going to tell them. Tell them. Then tell them what you told them.” George Bernard Shaw

- The close must also be strong, you could end with a stirring quotation or a stunning statistic but before this you should summarise what you have spoken about. You may also leave the audience with an instruction e.g. ‘Go away and think about’
- Practice it; get a feel for the timing. Amend and refine it as is required. Practice will build competence and confidence. Ask an honest tactful friend to listen and watch you practice. Their comments can help you improve, especially your body language and movement, your pace and voice.
- When considering the use of visual aids you should ask yourself ‘Does the visual aid add to an understanding of the information I am trying to get across?’ If the answer is no, don’t use one.

Nerves in fact the effect of extra adrenalin being pumped around your body in response to a threat. In this situation the threat is the thought of having to stand up in front of people and say something sensible and coherent, all of whom will be staring at you.

“What doesn’t kill you makes you stronger.” Friedrich Nietzsche

The adrenalin surge will probably make you want to run away, instead use that energy to empower yourself. It is important to remember that what we call nerves are not nerves at all, that feeling is simply adrenalin being released into your system making you feel uncomfortable – a perfectly normal response to stress. Don’t try and get rid of the butterflies – just get them flying in formation.

Before the presentation;

- Warm up, your body is the tool you are using to present, breathe deeply, stretch do a tongue twister or a song.
- Remember that your audience want you to succeed; they are on your side.

Successful presentations are all about personal impact, remember to show something of yourself not just hide



‘Remember - they are only people’

behind a professional persona.

Be a little vulnerable, if you don’t know the answer to a question, admit it, and don’t guess.

- Share a little; reveal a fact about yourself that goes beyond the boundaries of professional contact. This helps to build up a rapport, it may be something you have done, or want to do, or didn’t get to do. Personal anecdotes are a powerful way of creating rapport.
- Make sure your opening is polished and smile. Remember initial impact and audiences mood towards you are established in the first 4-7 seconds. Be firm, confident and in control. Introduce yourself and explain to the audience what you are going to tell them, why you are telling them and why it is important. Tell them that they will have an opportunity to ask questions, if you intend them to do so.
- Engage with your audience, step out from behind the podium (if there is one), and go to the front of the stage. Put the focus onto them, pause and notice the sounds around you, ask them questions.
- Good presenting is about entertaining as well as conveying information.
- Do not start off with an apology
- The average listener’s attention span is 6-8 minutes so if you are giving a long presentation intersperse your material with a variety of stimuli, media and movement to retain interest. The use of quotes and other devices give depth and texture to the presentation.
- For very long presentations you must schedule a break every 45mins so people can get up, stretch their legs.
- Getting the audience to do things takes the pressure off you, it means you don’t have to talk all the time
- Create and use your own prompts and notes – whatever suits you best. If you

use cue cards be sure to number them and make sure they are in the correct order.

“If the only tool in your toolbox is a hammer you’ll treat everything as a nail.” Abraham Maslow

Successful presentations engage people and deliver a message that they can take away. Remember; every day provides us with the opportunity to present ourselves to another, in a variety of situations. These tips can help us all to stand proud.

Things you can use to bring your presentation to life:

- Stories
- Questions
- Pictures, cartoons, video clips
- Sound clips
- Audience participation exercises
- Quotations
- Props
- Examples
- Analogies
- Statistics
- Body language
- Tone & pitch of voice



Engage with your audience