



PRESENTATION SOLUTIONS

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The great speaker in
YOU

Susan Boyle, Oscar
Wilde and You
upcoming bespeaking
engagements

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april 09

Dear Marie,

Think you need to change something about yourself in order to **be heard**? Take a lesson from bespeak, Oscar Wilde and the world's latest sensation, Susan Boyle. Get your presentation together, take a deep breath and BE YOU.

go get 'em!

Debbie Fay

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True Originals: Oscar Wilde, Susan Boyle and YOU.

One of my favorite "bespeakisms" is the importance of being YOU when presenting. (Frankly, I think the world would be a better place if we would all have the confidence to be our authentic selves all the time everywhere, but I digress.) Audiences only really listen to people they trust, and they only trust those they deem to be authentic, and the only way to be authentic is to be yourself! This is not ground-breaking, earth shattering stuff. From presentations guru Bert Decker, to playwright Oscar Wilde, ("Be yourself, everyone else is already taken.") there are a good many well known and well respected people touting just this philosophy.

(Interestingly, while giving a presentation to a group of students at the University of Connecticut, a student confessed during Q & A that her communications instructor spoke out in direct opposition to this idea; he urged his students not to be themselves when presenting. I can only hope he was suggesting that they think of themselves as young professionals and speak, dress and act accordingly.)

For our purposes, when I say, "be you" I mean being you at the truest level. Your words, your style, your mannerisms must all be your own. How can we truly connect with our audience unless we are coming from our own authenticity?

As a recent spectacular example, I offer Susan Boyle. For the dozen of you out there who have not yet seen this woman's amazing performance, click here:

<http://www.youtube.com/watch?v=WKPOW88qFtY>

I think we can all agree that Ms Boyle is no beauty queen, nor would any of us deem her a fashionista. Worldly she ain't, nor is she ultra sophisticated. What she is is the real deal. She's Susan Boyle, unmarried, unemployed (for about the next 5 minutes anyway) a middle aged woman from a tiny village in Scotland. What she is is one of the greatest performers any of us have seen since we can't remember when. What she is, (and for which every one of us who's seen her performance is thankful) is a woman who is superbly confident in the gift she is giving the audience. The gift of her song, sung her way, with her whole heart in it. As she says backstage before she goes on, "I'm gonna make that audience rock." And boy does she ever. As we watch the audience spring to their feet, see the sheer joy on their faces, we realize that this woman is giving them (and us) a gift: Not only the gift of her beautiful, powerful voice, but also the gift of herself; her authentic grey haired, unfashionable, heavily accented, not-even-anywhere-near-young self. Susan Boyle is imbued with the confidence of sharing her

message, her song, with the audience; she knows before we do that we will love the message because she loves it and loves giving it.

So take a page from Susan Boyle's songbook. Go out there and be YOURSELF. Don't compare yourself to the last fabulous keynote speaker you saw, or your favorite celebrity, or even your sister or brother, best friend or best boss. Concentrate on being yourself, your message and your audience. Be YOU as only you can be. The rest will take care of itself.
Oh, and you'll **be heard**.

upcoming bespeaking engagements

Making Great Presentations; **Wilton Rotary**: Member-Guest Luncheon, Friday May 1, 12:00
(Location TBD)

www.wiltonrotaryclub.org

Presentations Workshop: **New Haven Arts Council**: Thursday May 7; 5-7 PM ; Educational
Center for the Arts

<http://www.newhavenarts.org/news/upcoming.html>

Great Presenters and Presentations; separating fact from fiction; **Natural Nutmeg
Networking Group**: Wednesday, May 27, 6-8 PM (Location TBD)

www.naturalnutmeg.com

Design, Develop and Deliver: Presentations that get heard and get results! **2009 CT Business
Expo**; June 4, 3:00 PM CT Convention Center

<http://www.ctbexpo.com/>

Are you avoiding opportunities to present yourself and your product or service because of fear?
Are you giving lackluster presentations because you put off designing them til the last minute?
Don't know how to "build it so they will come"?

Don't waste one more opportunity to "WOW" a prospect and GET the business. We know how
to create presentations that **get heard** and get results. Contact us today!!!

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