



This coming Friday is “Working Naked Day”.

Oh em gee! The very thought of Work Naked Day turns my stomach. I don’t know which is scarier – baring my all, or seeing what cannot be unseen.

So let’s shake that nasty image, and make this more realistic, shall we?

When it comes to delivering an important presentation – from a pitch to a big prospect, to your sales report, to presenting at a networking event – we’ve all heard the tip to combat nerves by imagining the audience is naked. Have you tried it?

Now apply the “naked” principle to yourself – without having to strip down, of course! Stripping in this sense refers to getting rid of all the razzmatazz and BS that accompanies so many presentations, and focusing on the bare essentials of your message.

Here are some action steps you can apply to your next presentation:

N	Stay in the now . Don't let worries about what's at stake distract you from being completely present.
A	Avoid the following: <i>corporatese</i> , creating a barrier with the podium, too dark a space, being too attached to your technology.
K	Know yourself – be comfortable in your own skin, and speak from the heart. Your honesty, integrity, and passion will do so much more for you than a flashy PowerPoint show. Instead of hiding your biggest differentiator, let your personality shine through.
E	Embrace being bare. Instead of trying to impress your audience, let your credibility shine through with a simple message of how you plan to share, help, inspire, teach, inform, guide, or motivate them.
D	Ditch the unnecessary – from overly <i>decorated</i> slide shows, to information overload, and detailed, complex chart slides.

Presenting is an excellent opportunity to elevate your profile and position yourself as the go-to expert. Laying yourself and your message bare greatly improves the odds that you will resonate with the audience and move them to transformative action.

Tracy Keylock dot Com offers:

- Presentation Training
- Presentation One-on-one Coaching
- PowerPoint Training
- PowerPoint Presentation Design

tracy@TracyKeylock.com | TracyKeylock@gmail.com | 072 613-0630