

Presenting Your Personal Best

The 'tell, tell, tell' technique is useful in helping provide structure and focus when you are given a short amount of time to prepare an ad hoc presentation, or are about to be put completely on the spot! (see the Template available in the Resources section)

It can also be used to help create formal presentations as a way to structure your content as it maximises what the listener will retain and attend to.

The 'tell, tell, tell' approach is almost like choosing off a menu: you read the menu to whet your appetite, you eat the meal, and then you review the receipt at the end to review what you consumed! It is how the brain likes to receive new information.

Section	Description	Example
Credibility Statement	Why is it <u>me</u> delivering this info?	<i>I am particularly passionate about this area because....</i>
Aim	What do you want the listeners to think/feel/do as a result of your presentation?	<i>I will spend x minutes sharing with you some insights in the hope that.....</i>
TELL them what you are going to tell them	Bullet point the 3 key areas you will be covering	<i>I will focus on X, Y and Z</i>
TELL them	Take each bullet point in turn and build your content around these 3 clear areas – using a variety of media to maintain interest levels e.g. visuals/anecdotes/ quotes/stats etc	<i>First of all, we have X: - Why X is important - example of X - what mean to us? - how it links to Aim - action</i>
TELL them what you just told them	Quickly recap the 3 area and the related actions	<i>So to conclude, we have looked at X and the need for X action, we have looked at Y and Y action (and so on)</i>
Link to Aim	Leave the lasting taste of what you want them to think/feel/do as a result of this	<i>So, in light of these areas that I have highlighted, I hope that we can now focus on.....</i>