



FEARLESS PRESENTATIONS[®]

MINI COURSE

What Is Your Presentation Style?



Intro / JUMP IN

“The truth is that we all have specific strengths and equal and opposite weaknesses when we present.”

TERMS

A **presentation** is the process of presenting a topic to an audience. It is typically a demonstration, introduction, lecture, or speech meant to inform, persuade, inspire, motivate, or to build good will or to present a new idea or product

Presentation Styles and How They Differ from Presentation Types - Identify Your Strengths as a Presenter to Impress Your Audience

Ask most presentation skill experts what the ideal presentation style is, and you will likely get a variety of answers. Am I supposed to start with a story? Am I supposed to tell jokes?

Are visual aids more critical to performance or is the content itself more important? Do I have to warm the audience up, or should I just get right to the point? The answers to these and other presentation technique questions are... yes. And, well.. no.

The truth is that we all have specific strengths and equal and opposite weaknesses when we present. What works for some presenters can backfire on others.

So, if you understand your specific strengths as a presenter, you can play on those strengths. If you know your weaknesses, you can shore those up as well.

LESSON 1 / **The Authoritative Style**

"The natural strength of this style is that this speaker will often look poised and in control."

The Authoritative Style (Direct/Logical)

The natural strength of the Authoritative Style is that this speaker will often look poised and in control. Although he/she might be nervous, this speaker will likely still give the appearance of confidence. In addition, this person often delivers presentations quickly and with natural energy.

Although this presenter does speak faster, he or she will develop each point using solid, logical proof before moving on. They also will likely use humor to warm up the audience. This speaker loves metaphors and analogies, because those techniques are clever.

The major weakness of this style, though, is that the audience will sometimes be offended by the delivery style. In fact, some listeners may describe the speaker as condescending or overly blunt.

LESSON 2 / **The Energetic Style**

“They have natural charisma and they thrive on audience input.”

The Energetic Style (Direct/Emotional)

Let's make this meeting FUN!

The energetic style has natural enthusiasm. This presenter also speaks quickly, but unlike the Authoritative presenter, he or she will often jump from point to point without a lot of factual evidence.

Energetic Style presenters have natural charisma, and they thrive on audience input. So, this speaker will be more likely to want to encourage audience participation. They love to be creative. As a result, you might see a common theme among all of the bullet points or a clever play on words.

They also like to use pictures and photos instead of bullets or facts. The biggest weakness of this style is that they often deliver what I call the 50,000 foot level presentation.

They tend to skim the top of a lot of different information without developing much of the presentation in depth. So their presentations are entertaining, but at the end, the audience is saying, "So, what was the point of that?"

LESSON 3 / **The Analytical Style**

“This style has a dry sense of humor that can be very calming.”

The Analytical Style (Indirect/Logical)

Details. Details. Details.

The Analytical Style is big on content. The more content, the better the presentation. This presentation style is going to be extremely thorough.

The person will likely do a bunch of research prior to the presentation. Analytical presenter will deliver their presentations in a slower and more methodical way.

This style is more likely to use charts and graphs as well. The biggest weakness here, though, is that this presenter will often go overboard on content. He or she might prepare two or three hours worth of content for a 15 minute presentation.

This style also has a very funny dry sense of humor that can be very charming. However, they often focus more on the dry content than the entertainment part of the presentation. As a result, audience members may often describe this delivery style as boring.

LESSON 4 / **The Empathetic Style**

“By far, the most audience focused presentation style.”

The Empathetic Style (Indirect/Emotional)

The Empathetic Style of presenting is, by far, the most audience focused. This presenter will often spend a great deal of time preparing for a presentation, because they want so bad for the audience to understand them.

They want to please the audience. This presenter will often write out their content either in notes for each slide or as very detailed bullet points on their slides. They do this because they don't want to forget or leave out something important.

Empathetic Style speakers love to include quotes from experts and statistics to prove their points. The biggest weakness of this style of presenter is that he or she will often be more nervous as a speaker.

A lot of the things that this person will do to reduce nervousness will often actually cause more nervousness.

For instance, relying too heavily on notes will sometimes cause them to lose that natural connection with the audience. That loss of the natural strength will sometime increase nervousness.

CONCLUSION / Maximizing Your Strengths While Minimizing Weaknesses.

No single presentation style is going to be perfect for every presentation. However, some presentation styles fit better for some presentations. For instance, an Empathetic Style presenter will do much better delivering a Eulogy than an Authoritative Style. The Energetic presenter will often give a better motivational keynote than the Analytical Style presenter. With all that being said, though, just because your delivery is of a certain style, doesn't mean that you can't be a fantastic presenter when you deliver different TYPES of presentations.

The key to making a great impression on your audience is to maximize your natural strengths and minimize your natural weaknesses. An easy way to do this is to look at the strengths of other presentation styles and adopt some of those things to include in your own style. For instance, if you are an Analytical or Empathetic speaker, purposefully speak a little faster to add some energy into your delivery. If you are an Authoritative or Energetic Style of presenter, spend more time researching or preparing your speech. (Don't just fly by the seat of your pants like you normally do.) If you are an Authoritative or Analytical presenter, interact with your audience a little more. Make your presentations a two-way conversation versus a one-way.

That is one of the main reasons why the Fearless Presentations® class is so successful. Our instructors aren't going to try to force each class member into a presenter mold based on their own strengths. The instructor, instead, will identify those natural strengths that each presenter has. Then, the instructor will help nurture those strengths. Finally, the coach will add in a few strengths from other presentation styles so that the speaker is more relatable. This process works 100% of the time.

To look for a Fearless Presentations® class in your area, [click here](#).

