



SOCIETY OF ACTUARIES

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From Boring to Beautiful: The Skipwith Radar

by Thomas Skipwith

Successful business leaders are powerful presenters. I once attended a presentation as a member of an audience of 3,000. The first presenter was extremely boring—no energy, no enthusiasm. Most of the audience was checking the time and hoping the break would come soon.

The second presenter was a completely different story. He exuded confidence. He was able to convince and inspire the audience. Maybe it was not a coincidence that he was from the United States, where good public speaking is much more emphasized than in other countries. Either way, the second presenter understood the most important rule of public speaking: “Don’t bore your audience.”

The key question is: “Where should I start to improve my presentations?”

The answer: “Look at your strengths and your weaknesses.” One way of doing so is to use the Skipwith Radar. The Skipwith Radar lists the most important aspects of a powerful presentation.

The following are the recommended dimensions of how to check for the power of your presentation. The shaded fields have been filled with sample data (from 0: worst - 10: best). The numbers in bold are the arithmetic averages of the numbers of each category.

| | |
|------------------------------------|----------|
| Structure | 2 |
| Title | 5 |
| Opening | 0 |
| Stories | 0 |
| Thesis statement | 3 |
| Body | 5 |
| Closing | 2 |
| Call for action | 0 |
| Appropriateness to audience | 7 |
| Language | 5 |
| Content | 8 |

| | |
|---|----------|
| Preparation | 2 |
| Overall | 4 |
| Rehearsed | 0 |
| Design of visual aids | 5 |
| Use of technical equipment / visual aids | 8 |
| Language | 6 |
| Pleasant voice | 8 |
| Volume | 10 |
| Filler words | 5 |
| Grammar | 10 |
| Pronunciation | 5 |
| Voice variation | 5 |
| Tempo | 10 |
| Change of tempo | 5 |
| Pauses | 3 |
| Figures of speech | 0 |
| Body language | 5 |
| Posture | 9 |
| Eye contact | 5 |
| Gestures | 6 |
| Facial expressions | 3 |
| Movement | 1 |
| Use of lectern | 3 |
| Audience involvement | 0 |
| Energy | 7 |
| Emotions | 4 |
| Authenticity | 9 |

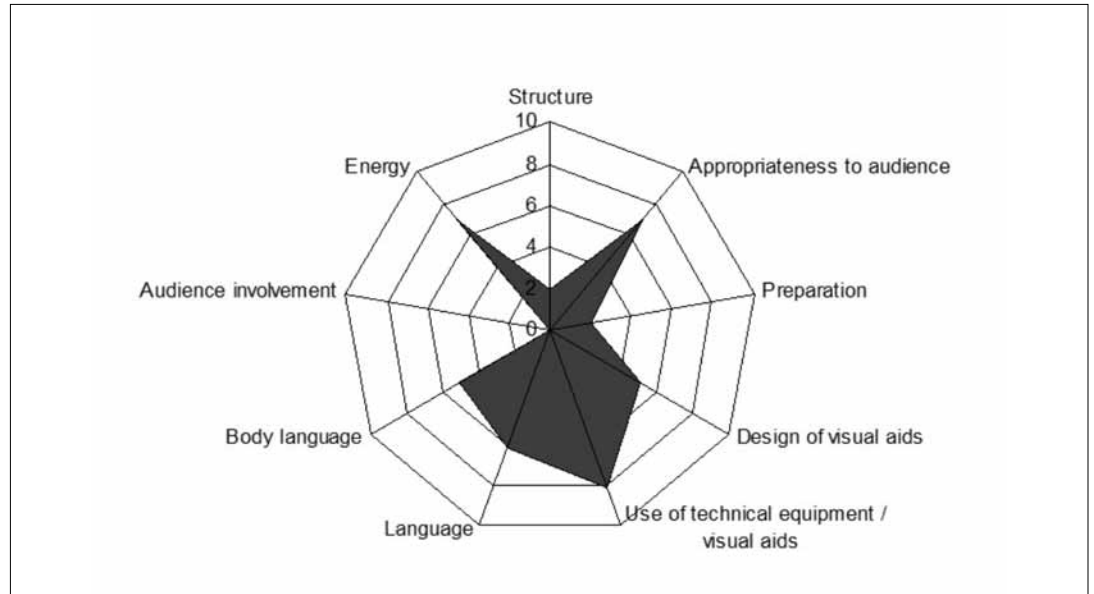
The following Skipwith Radar was created using the numbers in bold from the above sample data.



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One short look at the Skipwith Radar shows that the presenter used the technical equipment very well. However, he could do additional work on involving the audience. He should definitely attempt to improve his score for preparation and structure.

use over and over again. (You will find more information about the Skipwith Radar in the author's book: "Die packende betriebsinterne Präsentation," 2009. For now only available in German on www.amazon.de.)

You too can use the Skipwith Radar to identify your strengths and weaknesses. Go to www.descubris.ch and download the Skipwith Radar from the English download section. It's an Excel sheet that you can

Score yourself for your next presentation. And find out immediately where your strengths and areas for improvement are. Your presentations will move from boring to beautiful! ●