THE COMPLETE LEADER

COACHING GUIDE

PRESENTING SKILLS

The ability to communicate ideas effectively with a group verbally.

LEADERS LEAD OTHERS

One of the 25 leadership competencies

SECTION 01

WHY PRESENTING SKILLS MATTERS

Presenting Skills is one of the 25 core competencies that define a complete leader. As you grow this capability, you'll notice real shifts in how you lead yourself and influence others.

This guide is built for a 90-day journey. You'll explore the foundations, assess where you stand today, practice new behaviors, sidestep common traps, and track your progress, at your own pace or alongside a coach.

WHAT STRONG PRESENTING SKILLS LOOKS LIKE

- You get things done through other people, quickly and effectively
- Your audience sees evidence of decisive planning and leadership
- You become recognized and relied upon as an effective spokesperson

> **REFLECT**
>
> *Why does Presenting Skills matter to you personally? How might developing it change your effectiveness as a leader?*

SECTION 02

FOUNDATIONS OF PRESENTING SKILLS

THE DEFINITION

The ability to communicate ideas effectively with a group verbally.

Like any skill worth mastering, Presenting Skills rests on a few core building blocks. Understanding them gives you a vocabulary for your own growth.

THE CORE ELEMENTS

1 **Using your voice**

Drawing an audience in by lowering your voice, making a point by raising it, and varying the pace to hold interest. Presenters who haven't mastered this need to learn to listen to their own voice: volume, tone, pitch, pace.

2 **Using your body**

Eye contact, facial expressions, gestures, and posture all communicate. Looking at the floor or ceiling signals disinterest. Circulating the room creates physical closeness with the audience.

3 **Structure and preparation**

Great presentations require planning: a succinct, logical sequence, rehearsed against the clock. Good presenters are also active listeners: they inform their audience and listen to them.

REFLECT

Which element feels most familiar? Which one feels like a stretch right now?

SECTION 03

YOUR STARTING POINT

Before you move forward, take an honest look at where you are today. Read each statement and mark how often it's true of your leadership.

I look forward to opportunities to give formal presentations.

☐ Never ☐ Sometimes ☐ Often ☐ Always

I have completed one or more training courses on presentation skills.

☐ Never ☐ Sometimes ☐ Often ☐ Always

I find it easy to be organized and enthusiastic in the presentations I give.

☐ Never ☐ Sometimes ☐ Often ☐ Always

Before giving a formal presentation, I always check the technical details that will influence my audience: sound, lights, equipment.

☐ Never ☐ Sometimes ☐ Often ☐ Always

I am aware of my volume, tone, pitch, and pace while I am speaking to a group.

☐ Never ☐ Sometimes ☐ Often ☐ Always

I rehearse a presentation against the clock before I deliver it.

☐ Never ☐ Sometimes ☐ Often ☐ Always

REFLECT

Looking at your answers, where is your greatest opportunity for growth? What patterns do you notice?

SECTION 04

PRESENTING SKILLS IN PRACTICE

Competencies grow through deliberate practice. Work through the activities below in order, or choose the ones most relevant to your context.

ACTIVITY 01 60 min

Designing a Presentation

Answer five questions about your audience before you build a single slide.

TRY IT

1. Choose an idea you want to address, then define your audience and the purpose of the presentation.
2. Note what the audience already knows, what your main point is, and their attitude toward you.
3. Develop the presentation, then practice it on someone who knows your organization and ask for feedback.

ACTIVITY 02 30 min

Review of Your Skills

Have a trusted observer assess the mechanics you can’t see yourself. Arrange it around one real presentation.

TRY IT

1. Ask someone to observe and take notes as you present.
2. Have them assess voice quality (volume, tone, pitch, pace) and non-verbal communication (eye contact, expression, gesture, posture).

3. Ask about your listening: did you finish others' sentences or answer questions with questions?

ACTIVITY 03 30 min

Audit the Structure

Sequence is what makes complex material land.

TRY IT

1. Review a presentation you've given for sequential order.
2. Check whether main points built in order of increasing importance, and whether problems came with suggested solutions.
3. Reorder ideas from simple to complex, and check whether visual aids actually earned their place.

ACTIVITY 04 45 min

Rehearse Against the Clock

Timing is a skill you can only build by practicing under the real constraint.

TRY IT

1. Rehearse your next presentation with a timer running.
2. Rehearse once in front of someone who knows you well. They'll tell you plainly where you're going wrong.
3. Adjust content, not pace, to fit the time you actually have.

ACTIVITY 05 30 min

Observing Others

Strong presenters use nameable techniques you can adopt.

TRY IT

1. Observe people in your organization who present particularly well.
2. Note how they present themselves, present their ideas, and handle questions mid-presentation.
3. Write down what you like best about how they introduce new ideas, and try one technique.

ACTIVITY 06 20 min

Own the Room

Presence starts before you speak and continues after you finish.

TRY IT

1. Arrive before your audience and check all technical details: sound, lights, equipment.
2. Circulate as you speak rather than anchoring behind a podium.
3. Be the last one to leave, so questions have somewhere to go.

SECTION 05

COMMON PRESENTING SKILLS TRAPS

As you practice, watch for these common pitfalls. Naming them now makes them easier to catch in the moment.

01 **Presenting without knowing the audience**

Preparation means learning about your audience and tailoring to them. A generic presentation asks the room to do the adapting.

02 **Ignoring your own voice and body**

Uncontrolled volume, tone, and pace, or looking at the floor and ceiling, communicates disinterest regardless of your content.

03 **Talking without listening**

A presentation allows immediate interaction. Good presenters not only inform their audience but listen to them.

04 **Skipping rehearsal**

Great presentations require planning. Without rehearsing against the clock, you discover your timing problems in front of the audience.

REFLECT

Which trap feels most familiar? How will you stay aware of it as you practice?

SECTION 06

YOUR 90-DAY PRACTICE

Lasting change comes from a few focused habits, practiced consistently and tracked honestly. Build your plan below, on your own or with your coach.

CHOOSE YOUR THREE HABITS

Based on everything above, which three habits will make the biggest difference in growing your Presenting Skills over the next 90 days?

1 _____

2 _____

3 _____

BUILD IN WEEKLY ACCOUNTABILITY

Write questions you can answer each week to measure progress and surface obstacles. The best ones are answered with “yes,” “no,” or a number.

Q1 _____

Q2 _____

Q3 _____

Accountability partner: who will you share these with?

_____

Completion date: when will you evaluate & celebrate?

_____

Measurements of success

How will you celebrate?

SECTION 07

GO DEEPER

Keep building your Presenting Skills with these resources. Explore them, then capture what stands out to you.

BOOK

The Complete Leader, Ch. 3.3: Presenting Skills

The full framework and examples behind presenting skills.

PODCAST

The Complete Leader Podcast

Episode 69 explores presenting in practice.

ONLINE

Presenting Skills competency library

Videos, articles, and podcasts at TheCompleteLeader.org.

CAPTURE YOUR INSIGHTS

As you work through these resources, which ideas most apply to your own growth in Presenting Skills?

KEEP GOING

YOU'VE GOT THIS

Developing Presenting Skills is an investment in yourself and everyone you lead. Return to this guide often: revisit the activities, reread the traps, and celebrate small wins along the way.

Every complete leader started exactly where you are now.