



Human Being

The 4 Dimensional Presenter

A presentation has 4 dimensions:

1. The message itself.
2. The medium through which the message is communicated. e.g. PowerPoint, teleconference, webinar etc.,
3. The audience.

And most importantly...

4. YOU !

It's a well-acknowledged fact that about 15 minutes after we have watched and heard someone present we will have forgotten up to 90% of the things they said. We might remember some of what they did but we'll never, ever, ever forget the way they made us feel. After a presentation we might feel excited, inspired, happy or bored, angry and depressed.

Either way, it is the emotions we experience during and after the presentation that will stick in our minds. Therefore we might say that it's not the first impression that counts but the last.

But too often business presentations look and sound like an exercise in reading PowerPoint slides in public. Great presenting should be an engaging and/ or entertaining experience for an audience. Otherwise you might just as well send out an email, or hand out a brochure. A real person should be infinitely more engaging than a document or PowerPoint slides. Being in the presence of a person who is committed to their message can bring extra dimensions to a subject and communicate much deeper levels of meaning.



Human Being

The 4 Dimensional Presenter

The most effective communicators express themselves using the 'Four Dimensions' of human being.

- **Physical** - Our bodies. Our non-verbal body language and the way we move.
- **Emotional** - Our hearts. The way we feel and make others feel emotionally as we interact.
- **Intellectual** - Our minds, our thinking style, our knowledge and our ability to think creatively.
- **Intentional** - Our spirit. The values and beliefs that energise our life force and give us the motivation to get up in the morning.

It is through these four dimensions that we communicate with the world. Understanding how to manage each dimension and then align all four in behaviour is the way to become a 'Four Dimensional' presenter. After you have written and prepared the information part of your presentation, ask yourself the following:

1, What am I going to do **physically** during the presentation?

Think about your voice, gesture and movement. What type of body language would support the key aspects of your message? How about the tone, speed and pitch of your voice?

2. What **emotions** should I express?

Think about how you want the audience to feel emotionally during and after your presentation and then access and express those exact same emotions your self as you deliver the message. Don't simply rely on the words to communicate meaning and emotion.

3. What do I want to say **intellectually**?

Hone your message in a way that minimizes waffle. Think about creating an opening statement or story that might grab your audiences attention. Use stories, analogies and metaphors to help you create an emotional impact.

4. What are the **intentions** behind what I am saying?

Think about why your message is important - to both yourself and your audience. What is motivating you to communicate and does it match the drives and motivations of your audience?

Tom@4Dhumanbeing.com

t: 07583 446075

Philippa@4Dhumanbeing.com

t: 07958 316227

www.4Dhumanbeing.com



A Few Quick Technical Tips

- Avoid putting more than six bullet points on a slide.
- Try not to mix a ton of text and pictures on the same slide. It will addle some people's brains as they try to read and take in all the visual information while listening to you.
- When possible, always use professional, stock photo images.
- Avoid tricks like dissolves, spins or other transitions, as they can be a distraction when you have to wait for them to complete their function.
- Avoid handing out a printout of your slides. If you've delivered a 4 Dimensional performance, they won't work without you there.
- Ideally your slides should be a mix of text, images and graphics in order to create a positive, emotional context for your message.
- Be aware of your energy level before you begin and continue to vary the quantity of your energy output throughout the presentation to keep it dynamic.
- Don't overly rely on your PowerPoint.
- Talk to us about how we can help you take your presenting skills to the next level!