



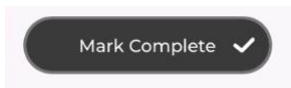
4DOD PRESENTATION SKILLS SERIES - Navigation Guide

Welcome to your 4DOD series navigation guide. A content map to help you to explore this series so as to find your own optimum learning journey through the course.

Each 4DOD series has been designed and laid out in a clear order to ensure each video and module builds on the previous learning. You can:-

- 1) Follow this lesson order and work through the series sequentially.
- 2) Choose the order you watch the series according to your learning and development priorities and/or the live 4D course or coaching you are currently undertaking with your 4D coach.

Whether you watch the series in sequential order or whether you dip in and choose modules and videos according to your learning priorities and preferences, after each video make sure you click the 'Mark Complete' button.



Even if you watch the videos out of sequential order, as long as you press the 'Mark Complete' button after each video, your work will be logged and your progress tracker will update.



Below you will find the description and takeaways for each video in each module to help you decide whether you watch the series in order or where you might like to start.

4DOD PRESENTATION SKILLS SERIES

MODULE 1: Presentation Skills Series Introduction

1A: Course Content

Core Topic:

Transform your presentation anxiety and dread of the spotlight into genuine excitement for sharing your ideas with confidence.

Goals & Takeaways:

You're not alone if presenting makes your palms sweat - up to 77% of people experience glossophobia (fear of public speaking). Instead of just surviving your next presentation, you'll learn to thrive in front of any audience, whether it's a small team meeting or a large conference. The series covers everything from conquering those pre-presentation nerves to structuring content that really engages people.



1B: Presenting in 4D

Core Topic:

Does presentation pressure hijack you physically and emotionally? Does it cloud your mental clarity? Learn how to make use of intentional choices to stay in control when all eyes are on you.

Goals & Takeaways:

Learn to use the 4D2C model to make conscious choices to create engaging and meaningful presentations that take away the fear and intellectual fog. Enjoy the difference between the world simply happening to you, versus you absolutely happening to the world - even when dozens of people are staring at you, hanging on your every word.

1C: What is a Presentation?

Core Topic:

Did anyone ever say: 'I wish that presentation had been longer?' Uncover the dos and don'ts of presenting to always leave them wanting more.

Goals & Takeaways:

Explore what a presentation IS, and what it is NOT and uncover some core insights about your job as a presenter. You will learn to appreciate that the reason YOU are standing in front of people is because you bring something that slides, bullet points and scripted content cannot: human connection, energy, and the ability to create a shared experience. You will begin to understand that effective presenting is based on 3 key principles: keep people awake first, engaged second, and informed third, because you ARE the presentation, not your slides.

MODULE 2 : 4D PRESENTATION STRUCTURE

2A: Why Structure is key

Core Topic:

Learn a simple structure to transform rambling presentations into focused, memorable experiences that drive action and get results.

Goals & Takeaways:

Without clear structure, your audience may struggle to identify what the important messages are and understand what you want them to go away and do think or feel as a result, versus trivial. It's a structure that mirrors how brains naturally process information - from capturing attention to creating meaning to inspiring action, so you will walk away with a framework that can help structure *any* presentation, from quick team updates to major keynotes, ensuring your message cuts through information overload and creates real impact.

2B: The ABCDE Tool

Core Topic:

Engage your audience from the first sentence to the last and create memorable and inspiring presentations every time.



Goals & Takeaways:

Four out of five people drift off during presentations. Our attention isn't laser-focused, it dims and glows like a fluctuating light bulb. So, ensuring that your audience is awake and engaged throughout so you can inform them is key. A detailed examination of the ABCDE structure and how to build each section in turn will ensure your presentations are always capturing wandering attention, creating emotional connections and inspiring specific behaviours and action.

2C: Practise and Application

Core Topic:

Discover how to use the ABCDE structure flexibly and apply it to everything from 2-minute elevator pitches to 30-minute presentations.

Goals & Takeaways:

This final section reveals the true versatility of the presentation framework. It doesn't have to be a rigid sequence - you can engage your creative brain to use the structure with flair and imagination for interviews, one-on-one reviews, introductions and any situation where you need to communicate with impact. You will begin to understand that the structure also serves as a great cognitive anchor for you as a presenter: when nerves kick in and you lose your place, knowing where you are in the sequence helps with the holy grail of presenting: a spontaneous and natural delivery!

MODULE 3: Captivating Content

3A: Engaging with Metaphor, Simile & Analogy

Core Topic:

Make your messages more memorable!

Goals & Takeaways:

Taking inspiration from great speakers - learn how powerful language creates deep emotional connection. A series of practical exercises will guide you through ways to create meaningful connection with your audience, moving beyond flat corporate language to inspiring, emotionally resonant and much more memorable content.

3B: Powerful Imagery & Language

Core Topic:

A truly impactful message resonates in people's bodies, not just their minds.

Goals & Takeaways:

Learn how to replace flat, intellectual language with sensory imagery that creates powerful physical and emotional responses. Start to use image-based words to create far more compelling narratives rather than abstract concepts. Choosing words you can touch, taste, or stand on rather than conceptual terms make your message much more 'sticky' for your audience. Further practical exercises support you with ways to transform mundane words into rich, vivid and human centred language to create a visceral response in your listeners.



MODULE 4: Slide Secrets

4A: Creating Captivating Slides

Core Topic:

Transform text-heavy slides into visual storytelling tools that truly engage.

Goals & Takeaways:

Presentations shouldn't just be information 'deposits' but genuine communication designed to motivate action through memorable, visual storytelling. Learn practical and instantly applicable tips to ensure your audience can really listen to you while at the same time being engaged by the digital content you share. Learning on the science of attention and information processing you will understand how to create slide decks with flair and imagination to take your audience on a journey rather than their attention running away or being focussed on all the wrong things! Try these tips and watch retention and action increase!

4B: Brilliant Bonus Tips

Core Topic:

Master your slides rather than your slides mastering you – tips and tools to keep the focus on you and your message.

Goals & Takeaways:

Your slides can hijack attention – they are like a cute dog that will steal your audiences' attention if not carefully controlled. This module gives some quick tips to control the 'dog' through strategic visuals, careful colour use, and simple animations that keep focus on you, not the screen.

Effective presenting is about motivating action through memorable communication, not just information transfer so getting the balance right between the two is key to your success as a presenter. The work will be worth it!

MODULE 5: Stage and Space

5A: The 5 Hotspots

Core Topic:

Master five powerful stage positions that transform presentations into captivating experiences, maximise your message impact and keep you the focal point even with slides.

Goals & Takeaways:

Master the art of moving with purpose and watch your audience stay glued to every word. Discover five powerful stage positions borrowed from professional theater - from the commanding "hotspot" for your biggest moments to smart placements that guide attention between you and your slides. Learn when to step forward and own the room, when to back off and let your visuals shine, and even when to "disappear" so your content does the talking. Stop freezing in place or constantly facing your slides. Instead, become a conductor who controls exactly where your audience looks, turning every presentation into something they can't look away from.

5B: Engaging Stagecraft

Core Topic:

Practice the five stagecraft positions to feel how your positioning instantly shifts your impact - meaning you are in



control of where your audience is looking.

Goals & Takeaways:

Get hands-on with the five stagecraft positions through guided practice that builds your confidence. You'll rehearse each zone with specific phrases that help you nail when and why to move. Start in the commanding hotspot to establish your presence, then flow through positions that let you partner with your slides, guide audiences through data, or completely disappear to let videos and complex visuals do their thing. You'll get a visual model showing exactly where each position sits, so you can adapt to any space - whether it's a huge conference stage or a tiny meeting room. Discover how even small movements dramatically shift where your audience looks.

5C: Tips to Standout

Core Topic:

Master 5 game-changing techniques that elevate your stagecraft from good to unforgettable. Learn insider secrets that eliminate slide distractions and how to look effortlessly confident even when checking your notes.

Goals & Takeaways:

Discover five game-changing techniques that separate polished presenters from everyone else. Walk forward with purpose - never backward, which screams uncertainty. Learn when to chat casually while moving versus planting yourself firmly before dropping crucial stats. Try the "go with the flow" technique where you physically mirror timelines on slides by moving across the stage. Master simple tricks that eliminate visual competition when you need total attention. Use subtle moves to check your content while looking like you're confidently guiding the audience. These work anywhere - big stages or tiny meeting rooms - helping you ditch boring patterns and keep people hooked.

5D: Making Presentations Memorable

Core Topic:

Own the room instead of letting it own you. Discover how moving with purpose keeps audiences glued to every word using stagecraft tricks they'll never notice but always feel.

Goals & Takeaways:

Take control of the room and demand what you need to shine. Learn to ditch the lectern, grab a wireless mic, and scout your space beforehand so there are zero surprises. Discover the wild science behind why moving strategically works: your audiences' brains' actually mirror your physical state, you activate extra brain regions beyond just words, and shifting positions every 90 seconds keeps people locked in. Then put it into action immediately - spot your next chance to apply this, whether it's a big presentation or a quick team intro. Practice with colleagues, build the habit, and watch people get weirdly captivated without knowing why. They'll just know they can't look away.

MODULE 6: Physical Focus

6A: Connecting with your Audience: The Energy Circles

Core Topic:

Master three energy circles that shift your audience from bored to genuinely connected. Discover the captivating state where real charisma lives - the same presence world-class actors use.



Goals & Takeaways:

Discover the secret to authentic connection using a proven energy model that transforms how you engage any audience. Learn three distinct energy states: withdrawn focus that kills connection, scattered energy that feels fake, and the magnetic sweet spot where real charisma lives.

Get hands-on practice that reveals how your posture, eye contact, and voice shift with your focus. Understand the neuroscience behind why audiences instantly know when you're truly "with them" - it's wired into our brains from infancy. Master that magnetic state no matter the room size or pressure. You'll identify your patterns - do you withdraw or overcompensate with frantic energy? And tap into the powerful state where real influence happens and people feel totally hooked.

6B: The Timeline Tip

Core Topic:

Master the timeline technique that gets your audience physically and mentally moving through time with you. Make your message stick in ways traditional presenting can't match.

Goals & Takeaways:

Use physical space as your secret weapon for unforgettable presentations. Learn the timeline technique - plot three positions (past, present, future) and move through them as you speak, taking your audience on a vivid journey. The key? Reverse it for their perspective: past on their left, future on their right, like reading a book.

Master this on a big stage or from your desk chair - it works with full body movement or just your hands. The science is wild: when you move, your audience's motor cortex lights up too, creating a shared physical experience beyond just words. You're tapping into how our brains naturally process space, time, and relationships. Get ready to make your next presentation something people experience, not just hear.

6C: Advanced Tools to Engage

Core Topic:

Master two powerful gesture techniques that transform forgettable presentations into vivid experiences. Embody your stories and double the brain engagement in your audience.

Goals & Takeaways:

Learn two game-changing gesture techniques that make your presentations unforgettable. Discover subjective gesturing - actually become what you're describing, embodying the posture, movement, or feeling as you speak. Then master objective gesturing - demonstrate objects and actions without becoming them, showing rather than telling.

These aren't just tricks—they're backed by science. When you gesture, your audience's motor cortex lights up, creating a shared physical experience beyond words. You'll double their engagement, turning abstract ideas into tangible moments they'll remember. Whether you're on stage or at your desk, these techniques keep people locked in and ready to act.



MODULE 7: Conquering Nerves

7A: The Science of Nerves

Core Topic:

Discover the science behind why nerves hijack your brain and body - and why telling yourself "don't worry" or trying to "think away" your nerves doesn't work - and what actually does.

Goals & Takeaways:

Discover the science behind why nerves hijack your brain and body - and why telling yourself "don't worry" never works. The breakthrough? Nerves aren't something to eliminate; they're energy to channel. When fight-or-flight floods your system with adrenaline, you can't think your way out. You need physical tools that work with your body. Get practical exercises for three critical moments: during prep when you're avoiding it, in those final minutes when butterflies hit, and on stage when adrenaline spikes. You'll learn to regulate your nervous system just enough to stay energised without losing control. The goal isn't becoming nerveless - it's mastering the art of grounding yourself so you can focus, connect, and deliver your best when it counts.

7B: Reducing Preparation Anxiety

Core Topic:

Master three categories of tools to manage nerves while preparing, rehearsing and when in-the-moment on stage. Transform nervous energy into focused confidence that works with your body, not against it.

Goals & Takeaways:

Discover how to rehearse in ways that actually prepare you for presenting. Get your material into your body through deliberate practice of those critical first 30 seconds. Learn the counterintuitive trick of raising your heart rate during rehearsals - think jumping jacks before practicing - so you train yourself to surf that adrenaline wave when it counts.

Master the exact grounding sequence for those final minutes: feet planted, back against your chair, breathe in for five, out for seven. Explore exercises that bring you back to facts when your mind spirals, anchoring yourself in intention instead of worry. These aren't just tips - they're practical tools to shift from feeling hijacked to being energised and ready to connect.

7C: Keeping Calm in the Moment

Core Topic:

Discover three tools to surf the adrenaline wave when you're already on stage. Turn nervous energy into presence and connection - your audience notices way less than you think.

Goals & Takeaways:

When adrenaline hits mid-presentation, learn to surf the wave instead of fighting it. Master the art of pausing - way longer than feels comfortable, because time passes differently for you than your audience. Ground yourself by touching the lectern or wall to reconnect physically. Build in conversational moments - questions, exercises, reflection - that give you breathing room and make it feel less like a performance.

The liberating truth? Your audience sees way less nervousness than you feel unless you point it out. Shift focus from remembering every fact to what matters - intention and connection. These tools aren't about killing nerves; they're about channelling that energy into presence and impact. Anxiety and excitement are the same coin - learn to flip it your way.



MODULE 8: Mastering the Q&A

8A: Getting Ready & Assured

Core Topic:

Transform your fear of Q&A into confidence with 4 practical tools that help you step into challenging questions with positivity and curiosity – and discover why every question, even the toughest one, is actually a gift.

Goals & Takeaways:

Explore why we fear difficult questions - the need to be right, competent, and liked - and understand that these fears are completely normal survival mechanisms. Learn to literally get on the 'front foot' in the Q&A with a fabulous physical technique that signals confidence to both your audience's brain and your own. This physical tool changes your body chemistry and rewrites how people perceive your response, whether you're on stage, on screen, or sitting in a meeting.

Learn further bonus tools to manage audience questions - including positive language patterns that shift the energy and impact, the "three things" structure that helps you respond with clarity even and how to turn even your most difficult questions into golden opportunities to engage and connect with your audience.

8B: Positive Language

Core Topic:

Transform defensive reactions into confident responses with positive language. Discover how starting with curiosity changes everything, even when you disagree.

Goals & Takeaways:

Understand why tough questions trigger defensiveness: our brains interpret challenges as threats to our competence. Your immediate response might be defensive phrases that damage relationships before you've even made your point.

Discover the language tools that maintain relationships while holding your position. Learn to respond without conceding your stance or admitting you're wrong. Eliminate sneaky defensive patterns and open with curiosity instead. This isn't about being a pushover - it's about staying connected while confidently expressing your perspective. Practice this shift and watch difficult moments transform from confrontation to genuine dialogue that actually moves things forward.

8C: Confident Spontaneous Responses

Core Topic:

Master the "three things" structure that transforms overwhelm into confident responses. Give your brain a clear instruction and watch it deliver answers that make you look totally in control.

Goals & Takeaways:

Discover what happens when tough questions flood your brain with scattered ideas or leave you totally blank. Explore the game-changing tool that works whether you're an expert or caught off-guard - a simple framework that makes your brain deliver brilliantly while making you look incredibly competent.

Learn to override yes/no question traps and rewire your response patterns. When someone tries to corner you into a binary answer, you'll step into a better framework instead. Combine this with positive language to respond confidently without word-vomiting everything you know. Your audience won't know the hundreds of thoughts you didn't share - they'll only see your structured, in-control response. Walk off stage feeling like you mastered the moment, even without all the answers prepared.



8D: Challenging Questions & Staying on Topic

Core Topic:

Master the four-step process that keeps you on track when tough questions try to derail you – meaning you always stay in control of your time and message.

Goals & Takeaways:

Discover what happens when one tough question spirals into a locked dialogue that eats your time and disengages everyone else. Learn the four-step process to gracefully take back control: acknowledge the questioner with care, use positive language, give brief eye contact before moving to the rest of the room and bridge back to your topic.

See the difference through a real scenario shown twice - first getting derailed into defensive back-and-forth, then staying gracefully in control. Your audience will thank you for guiding things back on track. Get the complete recap of all four Q&A tools that keep you confident, connected and in control. Remember: be present not perfect, be real not right, be curious not concerned and be delighted not defensive.

MODULE 9: The Virtual Venue

9A: Successful Slides Online

Core Topic:

Adapt the complete 4D toolkit to virtual presenting. Learn to leverage technology, manage your digital stage, and stay engaging through a screen.

Goals & Takeaways:

Understand why we get trapped in patterns when presenting online and how to make conscious choices that maximise impact. Get specific guidance on slide management: reduce volume, control when they appear, explore split-screen options, and use a clicker for optimal camera distance. Learn why your brain can't multitask - when slides are up, your audience reads instead of listens.

Discover how to apply key tools to the online world: slide secrets for virtual presenting, space strategies for your digital environment, nerve management for screens, and Q&A mastery in virtual meetings. Recognise that virtual presenting is fundamentally different, requiring different choices across physical, emotional, and intellectual dimensions. Move beyond "this is how we do things" and step into intentional choices that keep you engaging, even through a screen.

9B: Optimising the Online 'Stage'

Core Topic:

Master six essential elements of your virtual stage - from camera placement to lighting - and optimise your setup to maximise your impact through a screen.

Goals & Takeaways:

Learn the surprising research: audiences unconsciously transfer feelings about your background onto you as a presenter. Understand why lighting matters - cameras see differently than human eyes, and poor lighting hides your crucial facial expressions. Get the truth about audio: audiences tolerate poor video if audio is good, but brilliant video with bad audio? They'll switch off immediately.

Explore framing science - position your eyes about one-third down the screen and include your chest so gestures emphasise your message. Discover connection options and backup plans. Remember: you're always at choice, even



when tech feels limiting. Assess your current setup across camera, background, lighting, audio, framing, and connection - then pick one or two changes that could transform your virtual impact.

9C: Building Online Engagement

Core Topic:

Your physical presence literally rewires your audience's brains online. Learn four game-changers that transform your virtual impact and make up for what screens steal from you.

Goals & Takeaways:

Explore three scientific reasons physicality transforms virtual presentations: closed postures diminish confidence and fuel online fatigue; mirror neurons mean your physical state directly affects how your audience thinks and feels; and most communication happens through facial expressions and body language, not words.

Get practical strategies: consider standing to show more body on camera; adjust framing for gestures; master "tunnelling" - holding eye contact directly down the lens; and dial up your energy. Your voice and image get compressed digitally, losing impact before reaching your audience. Film yourself twice talking about breakfast—once with low energy and no gestures, once fully energised - then watch the dramatic difference in engagement. You'll see what your audience experiences.

9D: Dealing with Online Nerves

Core Topic:

Master the unique challenge of presenting alone to a screen - when online isolation amplifies anxiety, discover three strategies to manage nerves, boost confidence and create connection.

Goals & Takeaways:

Understand what makes virtual presenting nerve-wracking: preparing alone, no audience energy to feed off and eerie silence before you start. Learn how breathing techniques apply perfectly online - take deep breaths before switching on your camera. Discover the body chemistry connection: dialling up energy and taking up space releases confidence hormones but sitting small does the opposite.

Get practical strategies for combating isolation that intensifies nerves. Some presenters put photos of audience members around their laptop or write names near their screen - reminders they're not alone. Create a subgroup to connect with beforehand or engage through chat during your presentation. Learn how feeling connected - even virtually - significantly reduces anxiety and helps you deliver with more confidence, transforming that lonely room into genuine human connection.

9E: Boosting Interaction & Participation

Core Topic:

Transform awkward virtual silence into genuine engagement & participation by asking questions that actually get responses and bouncing energy off every reply.

Goals & Takeaways:

Understand why broad questions create awkward silence online - they're too easy to ignore. Discover the power of pincer questions that are simple to answer and hard to avoid. Instead of vague questions, give a clear framework that makes responding feel natural and specific. Watch this structure transform participation and fill that uncomfortable virtual silence with genuine engagement.

Learn to energetically fill both presenter and audience space. When responses come in, bounce energy off them and acknowledge contributions out loud. Get the recap of all five virtual presentation topics. Choose one or two areas to



focus on next and commit to doing one thing differently - because presenting with confidence, engagement and impact in virtual environments isn't optional anymore, it's essential.

MODULE 10: Presentation Skills Series Close

10A: Bonus Tools and Application

Core Topic:

Master the complete 4D toolkit plus two bonus tools that transform how you present. These skills work everywhere - meetings, pitches, everyday conversations. Get the recap that makes you unstoppable.

Goals & Takeaways:

Discover the full journey from structure and captivating content through slide secrets, stage and space, physical focus, conquering nerves, mastering Q&A, and virtual presenting. Get your action plan: commit to a challenge with one new tool, ask trusted colleagues for feedback, and become a "speaker anthropologist" analysing what works and what doesn't.

Learn the "host" mindset that transforms nervous presenting into confident care-taking - focus on your guests' needs, making them comfortable and engaged. Master exercises that train your brain to distil messages and say far less while communicating more. Remember: presenting isn't about transmitting information, it's about transforming your listeners. Give yourself the gift of these tools to enjoy presenting, and you'll give your audience an engaging, exciting experience.



4DOD Presentation Skills Series - ADDITIONAL RESOURCES:

MODULE 1 Introduction ADDITIONAL RESOURCES

- [Presenting in 4D PDF](#)
- [4D2C Model PDF](#)

MODULE 2 4D Presentation Structure ADDITIONAL RESOURCES

- [The ABCDE Structure PDF](#)
- [How to Fall in Love with Presenting PART 1 Podcast](#)

MODULE 3 Captivating Content ADDITIONAL RESOURCES

- [4DOD Presentation Skills - Captivating Content PDF](#)

MODULE 4 Slide Secrets ADDITIONAL RESOURCES

- [Slide Secrets Checklist PDF](#)

MODULE 5 Stage & Space ADDITIONAL RESOURCES

- [4D Presentations Stagecraft PDF](#)

MODULE 6 Physical Focus ADDITIONAL RESOURCES

- [The Energy Circles PDF](#)

MODULE 7 Conquering Nerves ADDITIONAL RESOURCES

- [Presentation Skills Conquering Nerves Checklist PDF](#)
- [How to Fall in Love with Presenting PART 3 Podcast](#)

MODULE 8 Mastering the Q&A ADDITIONAL RESOURCES

- [Managing the Q&A Checklist PDF](#)
- [How to Fall in Love with Presenting PART 2 Podcast](#)

MODULE 9 The Virtual Venue ADDITIONAL RESOURCES

- [The Virtual Venue: presenting Online Checklist PDF](#)
- [Virtual & Video Impact PDF](#)



MODULE 10 ADDITIONAL RESOURCES

- [4D Practice Planner PDF](#)
- [4D Rehearsal & Practice Tips PDF](#)
- [Final Tips when Presenting in 4D PDF](#)