

How to Be In the Moment

Excerpted and adapted from *Architect's Essentials of Presentation Skills*, by David Greusel, AIA
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SUMMARY

David Greusel offers presenters three methods to remain in the moment when giving a presentation: forget previous mistakes, don't overanalyze what you plan to say, and listen.

DON'T LOOK BACK

Painful past experiences ("baggage") can seriously hamper a presenter. The audience before you doesn't know you, so you are free to leave your baggage at the door; they will not judge you through the lens of your past experience or performance. Each presentation is a fresh opportunity to begin anew. Awareness of this fact alone can greatly reduce your anxiety about presenting.

Dwelling on a minor glitch of a moment ago can cause it to be remembered by the audience instead of being instantly forgotten. Don't beat yourself up, especially out loud; if you forget to make a certain point or stumble over a phrase, just keep going. Unlike you, your audience doesn't know what you might have intended to say, and so may not even be aware of the error. Don't call attention to it by focusing your attention and the attention of your audience on it. The overall quality of the presentation will be remembered long after the details are forgotten.

DON'T LOOK TOO FAR FORWARD

Conversely, one should not look too far ahead when presenting; you may see the road ahead of you and miss the potholes at your feet. Anyone can think faster than they can talk. But thinking too much about what you plan to say may cause you to forget what you *are* saying or cause it to spill out too quickly, which will sound over-rehearsed.

LISTEN

Becoming a better listener will make you a better speaker. A person who can engage in a dialogue, as opposed to lecturing, is more appreciated, more respected, and more highly regarded by an audience. A speaker who is so self-involved that he or she is oblivious to reminders that time has run out is not listening.

RESOURCES

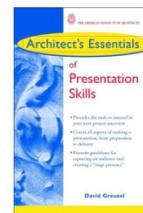
More Best Practices

The following AIA Best Practices provide additional information related to this topic

- 03.01.04 The Five Es of Effective Presentation Delivery
- 03.01.06 Zen and The Art of Presenting in Public
- 05.01.08 Marketing that Sets Your Firm Apart

For More Information on This Topic

Architect's Essentials of Presentation Skills by David Greusel, AIA, can be ordered from the AIA Bookstore by calling 800-242-3837 (option 4) or by sending e-mail to bookstore@aia.org



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Keywords

- Practice
- Marketing
- Marketing presentations