

# ALMA

ASSET & LIABILITY MANAGEMENT ASSOCIATION

## PRESENTING WITH IMPACT – PAUL FARROW

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5 June 2025







# THE THREE ESSENTIAL ELEMENTS OF GREAT PRESENTING

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**Messaging**

**Structure**

**Delivery**

# THE THREE ESSENTIAL ELEMENTS OF GREAT PRESENTING

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## Messaging

what you want to say to a given audience to achieve a specific aim

## Structure

how you organise and develop that messaging to maximum effect

## Delivery

how you deliver that messaging for maximum impact

# USE A MESSAGE HOUSE TO PLAN

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The Message House is an essential tool to prepare. It helps you to clarify

**1** Your key take-away

**2** No more than 3 main messages

**3** Proof points to support all your messages

1

TAKE-AWAY MESSAGE

2

MAIN MESSAGE A

MAIN MESSAGE B

MAIN MESSAGE C

3

PROOFS

PROOFS

PROOFS

# USE A POWERFUL STRUCTURE TO CONVINCE

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Get the audience's attention at the start – numbers, facts, stories

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Give the conclusion at the start – “invert the pyramid”

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Navigate the audience through the argument as you develop it

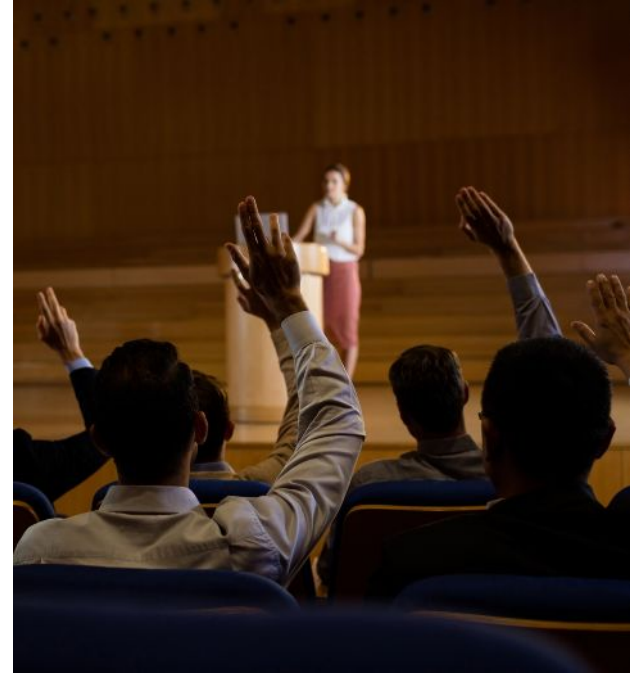
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Conclude clearly and make sure to reiterate key messages

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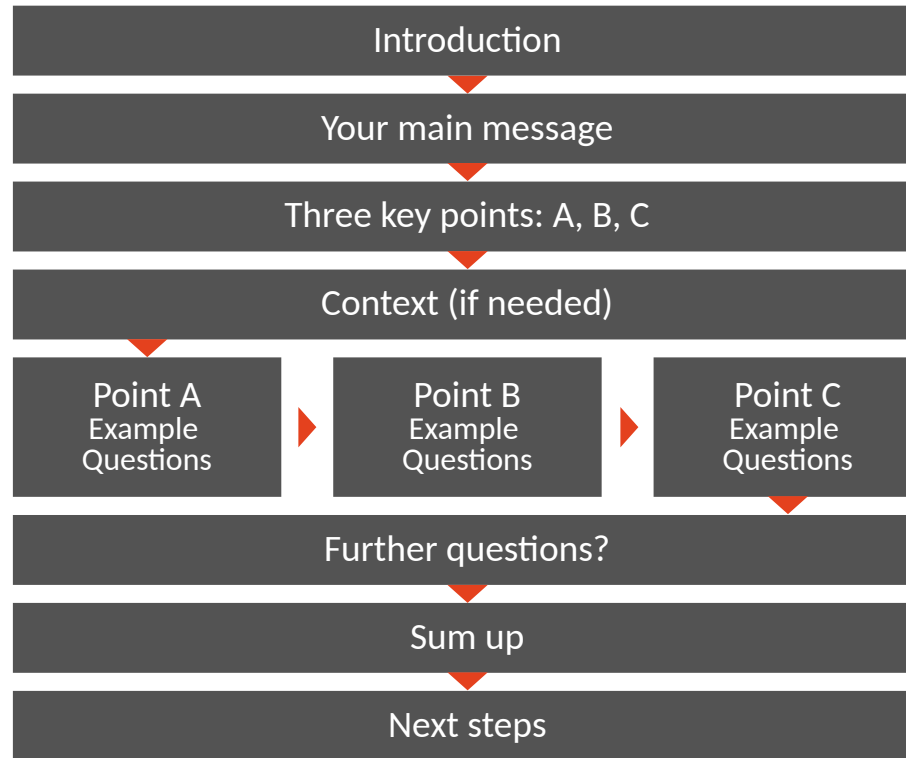
Include in the conclusion next steps and an “ask” if relevant

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# A GREAT STRUCTURE TO USE

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# USE PROVEN DELIVERY TECHNIQUES TO WIN

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**Speed** – 20-25% more slowly than normal conversation; gives you gravitas

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**Intonation** – keep it varied; use for emphasis

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**Smile** – gives the audience confidence and their reaction gives you confidence

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**Pauses** – give you time to think; give the audience time to digest your ideas; help to emphasise key points

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**Body language** – open up; stand still; use your body for emphasis

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**Vocabulary** – simple and powerful; *“short words are best, and the old short words are the best of all”*  
(Winston Churchill)

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In the beginning God created the heaven and the earth. And the earth was without form, and void; and darkness was upon the face of the deep. And the Spirit of God moved upon the face of the waters. And God said, Let there be light: and there was light.

**King James Bible**

# ADAPT YOUR APPROACH TO THE FORMAT

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## **Small meetings**

Make eye contact with everyone round the table

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## **Big meetings/speeches**

Dial it up; use the M or W technique

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## **Online**

Work harder to get and then keep engagement;  
eye level camera; check your lighting; look at the  
camera for key points

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## **Hybrid**

Make sure you are correctly positioned in the room;  
get the balance between your audiences right

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# MAKE THE COMPLICATED SIMPLE

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“

Making the simple complicated is commonplace; making the complicated simple, awesomely simple, that's creativity.”

Charles Mingus, jazz musician



# ALMA

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## THANK YOU

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Paul Farrow, Benjamin Ball Associates

[paul@benjaminball.com](mailto:paul@benjaminball.com)

07530 269946

