



Preparing to give a presentation
on Alexander Technique to a
group



Blue Mountains Alexander Technique

What's your experience?

- Who has done a lot of presenting?
- Who has presented a bit?
- Who has never presented?



Outcomes for this presentation

By the end of this presentation you will be able to **plan, deliver** and **evaluate** presentations in order to achieve the outcomes that you have set.



Plan your presentation

Who, what, when, where, why and how.



Develop your plan-intelligence gathering

- **Who are you presenting to?**
 - Style-academic-active-demonstration-visual? Formal or informal? Workplace or Group? How old? Pain sufferers? Are they already a group or do they identify as individuals? Cultural considerations? Language Literacy and Numeracy?
- **Where are you presenting?**
 - Fixed or flexible seating? Tables? Chairs? Level? Rostrum? Air Con? Multi-purpose?
 - White Boards, Screens? Acoustics? Natural voice or microphone and speakers. Fixed mike or clip on wireless? Foldback? Lighting? You need to know.
- **When is it?**
 - AM or PM? Where will they be before your presentation? How likely will they be tired, hungry, needing a bathroom break ? How long is your presentation?





Who is your audience?

- What's in it for your audience? (WIIFT)
- What do they want to know/ be able to do?
- What do they already know?
- What do they need to know about you?
- What mood will they be in?
- Physical and cultural factors



Resources

- What are you going to need? Whiteboard? Flip chart? Handouts?

Pencils, paper, props for games, a useable chair, skeleton, screen, digital projector, computer, PowerPoint?

S.M.A.R.T



SPECIFIC



MEASURABLE



ACHIEVABLE



REALISTIC



TIME-LINED

A well formed presentation-outcome is **SMART**.

Specific

Be specific about the outcome you want. State your outcome in the positive.

Measurable

- How will you know when you've achieved your goal?

Achievable

- Check to see if your goal is realistic. Do you have a good chance of achieving it?

Realistic

- Is your goal in line with your priorities, objectives and values

Time-lined

- By when, precisely, do you want to have achieved the goal

Example

By the end of my presentation, participants will correctly map their Atlanto-occipital joint and be able to achieve a basic movement with their head leading and body following.



Presenting

Some ideas for you to take away and consider



Timing

- Sequence your presentation into beginning-middle and end.
- 60 minute presentation. 10 mins 40 mins 5mins and 5 mins
 - Introduction-10 mins
 - Content - 40 mins
 - Questions/ feedback - 5 mins
 - Summary and close -5 mins

Introduction 10 mins

- Tell them what you're going to tell them **TTWYTT**

- Rapport [Match-pace-lead]
- Negotiation [used for more challenging audiences]
- Information gathering [what do they know, what are they interested in]



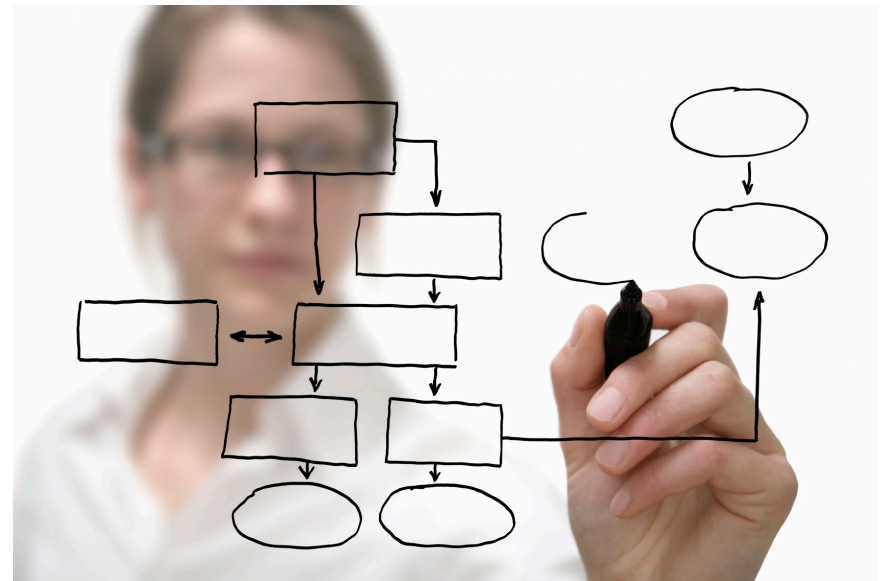
Main Content -40 minutes

• Tell them

- Use your content to move your audience towards your outcome.
- Divide 40 minutes into 4 x ten minute chunks.
- Miller's Golden Rule. You can't teach everything there is to know about Alexander Technique in one presentation. K.I.S.S.
- One focus point- described three ways. Consider- demonstrations; activities; games and exercises.

Exercise:

One minute description of Alexander Technique (elevator description)



E.D.I.C.T.S.

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DEMONSTRATE

- Show your students how to do it

- Check student/s understanding using open questions

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EXPLAIN

- What you're going to do?
- Why you're doing it?
- How to do it?

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IMITATE

- Student/s have at least one attempt
- Remember they are unlikely to achieve it on the 1st attempt.

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CORRECTION

- What went well?
- What didn't go well?
- How to rectify?
- Use Open Questions

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SUMMARISE

- Key Points
- Importance
- Progression

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TRY AGAIN

- Allow your student/s to have another go

EDICT- Teaching a skill?

Example: **Move head and body to stand.**

- Explain
- Demonstrate
- Imitate
- Correction
- Try Again
- Summarise

Chalk and talk

- Use a PowerPoint or a flip chart.
- Put graphics into your presentation
- Unless you are giving an academic paper NEVER READ to an audience.

- Write dot points and know your subject.
- Tone, tempo, vocal modulation. Avoid rising inflections. Slow down especially if you have an accent.
- Create a three dimensional space on your rostrum or stage.

- If possible avoid hand held-mikes.
- Proxemic awareness





Have you achieved your outcome?

- It's important to determine whether you have achieved your outcome. To do this listen to your audience, read their body language.

The quality of your communication is the response it evokes.

What are some things you can do, if feel that you haven't achieved your outcomes?



If the presentation is not working!

If you sense the presentation isn't working...**CHANGE**. Do something different.

Cling doggedly to your **outcome** but **change strategies** as soon as they fail to get you your outcome.

Questions and Comments section next 5-10 mins

- Ask for questions and comments immediately after Main Content.
- Ensure comments and questions don't side track from your outcome. You are in control not them.
- What happens if you don't know the answer to a question?
- What do you do if someone tries to take over your presentation?
- What do you do with hecklers?



Summary

Tell them what you told them TTWYTT

- Call to action

e.g. “Thanks for coming today. You’ve seen how you can apply Alexander Technique skills to coordinate your movement. [I know you enjoyed it](#). So before you leave today, I’d like to invite you to take up a very special offer- book an Alexander lesson with me for 50% off your first lesson. This incentive is [only available now](#) at the end of this presentation. If you book in now, you can come Monday to Friday at the time of your choice. I accept credit cards or direct debit. Take up this opportunity.”

Doctors or physios

“You will probably agree that Alexander Technique is a sensible approach for those patients who present with chronic conditions. Consider referring your chronic patients to me, as a complement to your treatment. I am passing around a list, please write your name and your practice email, so that I can send you my practitioners’ referral kit. In that, you’ll find referral forms, information sheets for your patients, and my cards and brochures to make referral an easy and effective process that you can rely on.”

Evaluation

- Methods of evaluation
 - Formal evaluation sheets-ask them to fill it out. Gather emails and testimonials.
 - Informal polling-how many of you enjoyed the presentation? Would you come back, if you had the chance. May I send you information?
 - Observation- what was their response?
 - Self reflection- Go over what worked, what didn't, what could you do better.



What are the key points from today?

- From now on when I am invited to speak to a group I am going to.....

