



# The Presentation Coach: Bare Knuckle Brilliance For Every Presenter

*Graham G. Davies*

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You probably hate giving presentations. You probably hate listening to them too. Why? Because most business presentations are too long, too detailed, too boring...and submerged under a blizzard of PowerPoint.

But the single most important presentational tool known to man isn't a slideshow. It's **you**.

Whether you're speaking to one person across a table, 20 people in a boardroom or 1,000 people in a ballroom, it's all about the words you say and how you say them.

- *The Presentation Coach* shows you how to use what you've already got to give you clarity, confidence and impact in every speaking challenge you will ever face.
- You'll learn the unique Bare Knuckle 5-step process to effective presenting, and how to apply it to all business speaking, from large-scale presentations to one-to-one client meetings.
- Graham Davies has been coaching high-profile individuals from the worlds of business, politics and entertainment in exactly these techniques for the past 25 years. **Now it's your turn.**

### Praise for *The Presentation Coach*

"Graham Davies is a brilliantly funny speaker who knows how to inspire and enthuse anyone who sees presenting as a bore, a burden or a source of terror."

Nick Robinson, Political Editor, BBC

"This book really captures Graham's intense and robust sense of coaching. Just like the author, it is amusing, punchy and really comforting to have access to in all presentation situations."

Michel Combes, CEO, Vodafone Europe

"Required reading for anyone who wants their presentations to enthuse rather than euthanize their audience."

Tim Curtis, MD, Northern Europe, Land's End

"Graham is a highly effective presentation coach. He is always honest and gets straight to the point. His book is just as direct and entertaining as he is in person."

Nick Jeffery, CEO, Vodafone Global Enterprise

"I don't know anyone who could wear the label 'the presentation coach' more confidently than Graham."

Daniel Finkelstein, Executive Editor, The Times

"I use Graham's system strictly and religiously in every speech. In fact on almost every important occasion when I need to get a message across.... You will never regret buying and using this book."

George Clarke, MD, Heidelberg UK

"Graham helped me develop my very own presentation style, true to myself, with high impact and focused very much on the audience."

Phil Clarke, CEO Designate, Tesco

"Graham's approach is ruthlessly robust and utterly practical. This book is the next best thing to seeing him in person, and much less of a strain on your budget."

Matthew Wilson, CEO Brit Global Markets

"...Davies's compelling book illuminates all the pitfalls and provides a simple guide to allowing personality into presentations - radical stuff indeed!"

Andy Street, MD, John Lewis

"Whether you are a Prime Minister, chief executive or anyone else who needs make an impact, then you must read this challenging and innovative book by Graham Davies."

Neil Sherlock, Partner, Public Affairs, KPMG

"...I wish Graham had written it 20 years ago..."

Richard Klein, MD, Bank of America Merrill Lynch

"Never again will you commit the crime of Death by Bullet-Point."

Penny Philpot, Group Vice President, Worldwide Partner Services, Oracle

"Graham Davis is a talented gagmeister who shows that the best way of exposing a bad argument is with a good joke."

Boris Johnson, Mayor of London

"Reading his book will spur you on to win your own presentational race."

Richard Dunwoody, twice winner of the Grand National

"Graham completely reframed my approach to presenting. His approach works!"

Otto Thoresen, CEO, Aegon UK

"A process that you can use no matter what the situation. I heart



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#### **Lisa Walker:**

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