

advancing women in business

every  
woman  
NETWORK



WORKBOOK

# GIVING GREAT PRESENTATIONS

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# ABOUT THIS WORKBOOK

**EVERYWOMAN IS AN ORGANISATION** that works to advance women in business. Through our work with individuals and organisations, we know that giving presentations strikes fear into many of us.

Interestingly, there are few performers who will not feel nervous prior to taking to the stage. Similarly, you may have experienced a senior manager giving a presentation in your workplace who seemed to deliver with ease and charm. It is very important to note that there is no 'presentation gene' bestowed on a lucky few. Everyone who delivers a charismatic presentation has prepared the message they are conveying and practised the style of delivery that works for them. Some may have spent countless hours, preparing, practising and volunteering to deliver a presentation at every given opportunity. In essence, the message here is that great presentation skills can be learnt.

"Being a good presenter will not make you successful, but you can't be successful without being a good presenter"

STEVE LEVY  
- PRESIDENT IPSOS REID CANADA

As with all of our everywoman personal development topics, we give you the tools to expedite your success. This subject, as with all others, requires your commitment to preparation, practice time, and seeking out feedback to help you continue to grow in this area.

It sounds simple and obvious, but many people think about their presentation delivery before they have even thought about what they need to or should say. We get nervous because we picture ourselves delivering a presentation and not knowing what to say and how to say it and what questions might be asked. If you spend time, the right time preparing the right things, the rest will flow.

If confidence is an issue for you, you may benefit from spending some time working through our Boosting your Self-Confidence workbook ([www.everywoman.com/development/boosting-your-self-confidence](http://www.everywoman.com/development/boosting-your-self-confidence)) before you start thinking about building your presentation skills.

# GIVING GREAT PRESENTATIONS

Presenting comes in all shapes and sizes and for most of us, we actually present something every day. It might be explaining a project or delivering facts and figures. It might be training others, talking through a proposal or gathering support for an idea. It could be a formal talk at a conference or a client debrief meeting. Whatever the situation, anything you can do to be confident and focused will help you present more effectively. Not everyone is easily persuaded by the most charismatic speakers, but undoubtedly everyone is turned off by a boring and nervous speaker.

How you communicate will tell others a lot about you, if you do it well it will help build your credibility and respect within your organisation and with clients. Like every skill you learn, it will be easier for some than others and it will take continual practice and reflection.

Use this workbook to make the link between what you do on a daily basis and are familiar with, to what you need to work on to be a good presenter.

This workbook is broken down into three sections:

- Planning your presentation
- Preparing for the delivery of your presentation
- Reviewing your presentation

“Fact, in ‘our’ more modest worlds: poor or average or even ‘okay’ presentation skills trip up or hold back an incredible number of very talented people at all levels, including the highest in big organisations”

TOM PETERS  
- BUSINESS AUTHOR  
AND SPEAKER

# SECTION 1. PLANNING YOUR PRESENTATION



## Get it right from the start

**BEFORE YOU BEGIN PLANNING** take a few minutes to think about why it is YOU that's designing and delivering this presentation. This will help form the flow of the presentation and build your confidence along the way.

### Why YOU?

- Are you the expert?
- Have you been working on the project?
- Are you the key client contact?
- Have you built a relationship with someone in the audience?
- Do you have a connection?
- Are you covering for someone?
- Other

### Top tip

*Articulate these reasons and incorporate them into your introduction to help establish credibility from the first few sentences.*

### Why is the presentation being delivered?

Once you know why it is you presenting, think about why the presentation is being delivered i.e. what is the objective of your presentation? Is it to:

- Inform
- Persuade
- Teach
- Build a relationship
- Encourage dialogue
- Establish a need
- Produce action
- Other?

Now shift perspective and put yourself in the shoes of the audience. What might their objective be? For example is it to:

- Learn something new
- Understand more about a subject
- Make a decision
- Hear details
- Network
- Other?

**EXERCISE**

Think of a presentation you are delivering and outline the following:

Why it's me that's delivering the presentation:

The objectives of the presentation:

MINE	THEIRS

**Top Tip**

*Don't try and map out a presentation without knowing what you are doing it for. If you struggled to come up with objectives consult with stakeholders to clarify its purpose.*

## Who is your audience?

TO GET THE CONTEXT and intent right for your presentation, and to lay the groundwork for preparation, you must understand the audience as best as you can.

What can you find out about the members of the audience?

- What knowledge do they have about the topic?
- Why are they taking the time out of their day to attend your presentation?
- Are they forced to come or did they want to come?
- Will there be any politics in the room?
- What can they learn from you?

### EXERCISE

ABOUT YOUR AUDIENCE	ANSWER	IF YOU DON'T KNOW THE ANSWER, WHO CAN HELP YOU?	WHEN WILL YOU SPEAK TO THE PERSON WHO CAN HELP YOU?
What knowledge do they have about the topic?	e.g. Very limited - this is a new project		
Why are they taking the time out of their day to attend your presentation?		e.g. Katherine, Mary's Personal Assistant	e.g. Tomorrow
Have they been forced to come or did they want to come?			
Will there be any politics in the room e.g. will there be any attendees that could present objections or barriers?		e.g. Your line manager	
What can they learn from you?			

Whatever you do, do not start writing your presentation by filling in a PowerPoint template. PowerPoint is an effective presentation tool, but is only one part of your presentation. If you write your presentation to fit within a template, your content will fit the slides rather than the slides assisting you in telling the story.

Start with a pen and paper. Gather your thoughts and use a spider diagram or mind map (if you are not sure what these are you can find examples via Google) or even just bullet points to list everything you could include in your presentation. You don't need order or detail, just put down anything and everything that could be in your presentation.



**Now think about:**

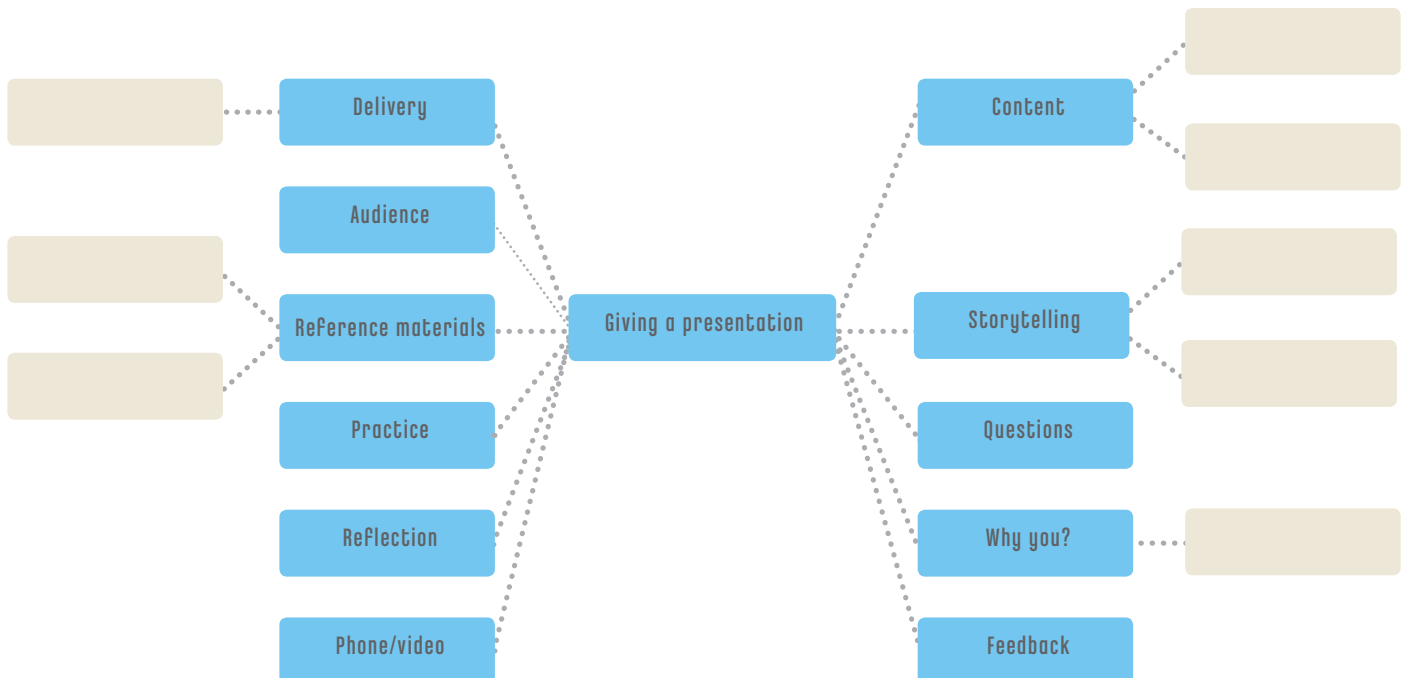
- How much time you have
- How much time you should allocate to Questions & Answers (Q&A)
- What time of day you are presenting
- If you are one of many presenters, where you are in the order
- Who the audience is

**Divide your potential content into three key areas**

1. What must I include -everything that is necessary to meet your objectives clearly.
2. What should I include -everything that would be useful to back up your key points.
3. What could I include -more detail, if you have enough time or have a group interested in one specific topic.

**EXERCISE**

Take a look at the mind map example below and create one for your presentation. This could be one you are just about to give; one you have given in the past which you wish had gone better or this could be a practise run on any topic of your choosing. Once you have written your mind map, be more detailed by annotating which parts you must cover, should cover and could cover.



## SECTION 2. STRUCTURE YOUR CONTENT TO SUIT YOUR AUDIENCE



## Structure your content to suit your audience

THERE ARE MANY DIFFERENT WAYS you could say what you need to say.

Think about:

- What structure will best suit the audience, formal, informal, interactive
- What level of knowledge they have
- How you can help them best understand your key messages

When you pull the content into a presentation remember to:

- Start strong and finish strong
- Keep it interesting
- Tell the story
- Build credibility and trust, be consistent and tap into the audience's emotions

### Start strong and finish strong

This is important because we remember beginning and endings and often forget the information in the middle.

Think about a movie you saw recently or a book you read, or even a holiday you went on. You probably remember the start and finish but not the details in between. The technical term for this is primacy (recalling items at the beginning) and recency (recalling items at the end). Use this to your advantage and make sure your introduction and your summary have impact, and that it includes the most important message you want them to remember.

Your introduction must include:

<b>I</b> nterest factor	Get them hooked (remember the 'why you').
<b>N</b> eed	Help them to understand why they need to listen to you - what is in it for them?
<b>T</b> iming	Give the audience the basic timings so they can relax and listen to you. Let them know when you would like to take questions i.e. leave to the end or ask along the way.
<b>R</b> ange	What will you be talking about - give them a taster.
<b>O</b> bjectives	Tell them what they are and how you will meet them.

In your summary, make sure you:

- Reiterate key messages
- Add nothing new
- Don't regurgitate the whole presentation

### Top tip

*Even if you have a Q&A session at the end of your presentation, make sure the last words are yours. Remind the audience of your key message. e.g. 'That's all the time we have for questions. Thanks for coming and do remember the importance of keeping your brand consistent across all media outlets. Please contact me directly for any more support.'*

### EXERCISE

Thinking about your presentation, what can you say in the first few minutes to engage the audience?

I  
N  
T  
R  
O

What should your summary look like?

Reiterate your key message:

What will your final words be?

## Keep it interesting

SO, NOW YOU'VE TACKLED THE BEGINNING AND END - what can you do through the presentation to create impact and interest the audience?

### Tips

1. Have lots of beginning and ends 'That was how we came to our conclusion. Pause. Now let's talk about what to do with those conclusions.'
2. Have blank slides throughout your slide deck. This will force the audience to look at you as there is nothing interesting anywhere to look at; it shifts their eye sight and will give you a chance to make eye contact.
3. Use signposting, to tell them what is coming up. For example, 'Before I go through the effect this has, let's look at who uses the product the most.'
4. Tell them what you are going to tell them, tell them and tell them again. Think about how the news is delivered, you hear the highlights, more detail and then a summary at the end.
5. Use the Rule of Three - we can easily recall three things at time, not much more! For example, 'At work, rest and play', 'Father, Son, Holy Spirit', 'I came, I saw, I conquered', 'Red, White and Blue', 'Education, Education, Education'.

"The mojo of three offers a greater sense of completeness than four or more"

ROY PETER CLARK,  
AMERICAN WRITER, EDITOR, AND  
TEACHER OF WRITING

## Tell the story

WE OFTEN USE STORIES TO APPEAL TO THE EMOTIONS OF PEOPLE or to heighten the logic by walking through a personal example. And so it is important that your presentation is structured like a story. The reason we like to hear or read stories is they follow a pattern and reasoning we can understand.

We can look at what makes up a story and link this to any presentation, especially a business presentation. Think of a basic love story, the characters are established, they meet, there is always some complication, it gets resolved through a journey of some sort and they finally get together for good.

### Character and locations

- Set the scene
- What is your subject and idea?
- Who are the characters involved?
- What is the hook?

### Problem or conflict

- What needs to be addressed?
- Why might the audience need the product?
- What might be the client issue you are trying to solve?

### The journey

- What happens?
- The how-to

### Help

- What can you offer?
- Why is your idea/solution the best?

### Hindrance

- What could go wrong and how can you resolve it?
- Answer any question they have or might have

### Resolution

- How everything comes together
- The summary and close
- Any action points or next steps

### Top Tip

*If your story doesn't come easy to you, then it definitely won't to the audience. Take time to create and understand your story so that you can construct a path for your audience.*

## EXERCISE

Think back to a recent presentation you watched. Was there a clear story? How did the story help or hinder your understanding and engagement of the presentation?

Now think about a presentation you need to deliver. Look at your entire presentation as a story.

Who are the characters and what is the location?

What is the problem or issue?

What is the journey? - the middle components that give information and back up your ideas.

What is the conclusion?

## Build credibility and trust, be consistent and tap into the audience's emotions

**ALWAYS REMEMBER, IT TAKES 30-60 SECONDS TO CREATE A FIRST IMPRESSION.** You don't want your audience to go through five minutes of your presentation before they understand why YOU are giving the presentation. You need to build up credibility and trust so that the audience respects, believes and engages with what you are saying from that point in. Think back to Section 1, 'Getting it right from the start'.

- Who are you?
- What are the key areas of your role?
- Why are you the best person to speak on the subject?
- Where does your authority come from?
- Where did you gain your expertise?
- Why should the audience trust you?
- How do you treat fellow presenters or people in the audience?

e.g. "Having spent the last year going through the graduate programme I can give you a good idea what worked, and what needs improving..."

### Top Tip

*The reason you need to tell your audience your title and then what you actually do is because it is not always clear. Also, your title in another organisation can mean something completely different.*

You need to tap into emotions, and make whatever you're saying matter to the audience.

- Connect emotionally using stories and anecdotes
- Apply sentiment
- Find out what is important to the audience and link to that
- Use personal stories



## The content

You need to apply logic and reasoning to make sure the listener will take away what you need them to, especially after the heat-of-the-moment emotions drain away.

- Support your point of view using Facts/statistics
- Use testimonials and quotes from respected people and those with authority on the matter
- Apply logic from the listener's point of view
- Think about the style of reasoning you want to use

## EXERCISE

Think about the presentation you are working on.

How you can gain credibility?

How you can appeal to the audience emotions?

What logic can you use to back up your point of view and objectives?

## SECTION 3. PREPARING FOR THE DELIVERY OF YOUR PRESENTATION



## Performance and delivery skills

### Your voice

Your voice is one of the most powerful tools in your presentation kit. In fact 50% of the message that reaches the audience is remembered as voice. Make your voice work for you, not against you, use these very important points to help guide you.

#### **Volume** – you need more than you think

You need to be heard, but don't shout. If you are in a meeting room, speak one level above your conversation volume.

#### **Intonation** – most people are too flat

Add energy and enthusiasm by varying your tone. A flat, boring voice will turn off the audience immediately. This will appear strange at first, but through practice you will get more comfortable with hearing yourself.

### Delivery

#### **Pause** – effective but few people do it

I pause I think, I pause you think.

Pauses often feel huge, but you need to allow the audience time to digest what you are saying. You have heard the same thing several times, out loud and in your head. This is their first time.

#### **Speed** – you need to be slower than you think

Don't race to the end, you need to pull the audience along with you, not overrun them. Once you have lost people along the way, it is hard for them to play catch-up. Rarely are presenters too slow.

#### **Dynamic Statements** – use these to make a point

Use short powerful statements. They break up longer sections of the presentation and are great for impact. For example: 'Why? It increased revenue by 50%' or 'Why? Because clients love it'.

#### **Top Tip**

*If you struggle with any of the above, make notes or annotations in your talk i.e. pause, add energy, etc. . . . A post-it stuck to the side of the podium that says 'Slow down' will work.*

Like all skills, practice makes perfect, so why not record yourself on your phone or tablet? If you don't have a presentation yet, try reading a famous speech out loud - you'll find plenty at [www.famousquotes.me.uk/speeches](http://www.famousquotes.me.uk/speeches). Pull out words or phrases to add annotation and work out the right places to add pauses for thinking time or to make a point.

## EXERCISE

Once you have completed your presentation, talk through what you are going to say, specifically concentrating on your voice. The exact words or phrases don't matter; think about what impression you will make on the audience with the way you use your voice. If you can, record yourself and critique yourself as follows:

1. **Rate your energy and enthusiasm out of 10** - if it is under 10 you need to boost it and if it is over you need to tone it down.
2. **Volume** - could you clearly hear yourself all the way through the presentation? What about parts of the presentation that you are unsure about, did your volume/enthusiasm drop at any point?
3. **Intonation** - was there enough variance in the tone that you used, or did you sometimes sound like you were reading from a book?
4. **Pause** - can you hear any pauses?
5. **Speed** - you can hear everything you say clearly, sometimes when we are nervous and under pressure words can roll into one big sentence.

## Making a visual impact

**YOUR VISUAL IMPACT WILL HEAVILY INFLUENCE** how you come across to the group so you need to think about it in advance.

Think about a presentation you have watched where you thought the person or people were confident and engaging - audiences want people to be confident. Passion and enthusiasm count for a lot too. Then write three words describing how you want to come across, practice and get feedback.

Here are some tips:

**Think about your demeanour when you walk in the room** – make eye contact, smile and think about the other people in the room rather than just yourself.

**Ground yourself and move only for a reason** - walking around to engage the group is a great reason to move.

**Use a proper stride to walk around** - little shuffles and small steps portray nervousness.

**Work the room** - consider the room layout that will work best for you. Speaking close to the group will be more informal and make people feel you are one of them. Moving further away or being on a stage will feel more formal and potentially give you a positive air of authority. Use both for the right reasons. You may think standing far away from the audience will make you feel less nervous – it can have the opposite effect. Walking around an open group of your peers as you deliver your presentation can in fact feel more natural.

**Visualise success** – play your presentation through in your mind. Imagine you are relaxed, the audience are engaged and the end result is a success.

Write down the impact you want to make during your next presentation.

Given the hints and tips above, how will you do this?

## YOUR MANNERISMS

EVERYONE HAS LITTLE HABITS or idiosyncrasies that they might carry through a presentation and that will potentially distract listeners from your key message. We all remember counting how many times a teacher said a certain word or phrase, and of course didn't listen to another word he or she said. Know what you do that might draw attention away from your message.

A lot of mannerisms are habit so they are in our 'blind spot'. We do not even realise we are doing something, it just happens. We all know the person who says 'Umm' a lot or 'do you know what I mean?' after every sentence.

### Ask for feedback

Ask people you trust how you came across and ask specifically about anything you did that was off-putting or distracting. Once it has been pointed out, work on getting rid of that habit by continually asking people to be on the lookout for it.

Some typical examples:

- Playing with a pen
- Twirling hair
- Playing with jewellery
- Fiddling with change in pockets
- Swaying back and forth
- Using the same word or phrase repeatedly
- Titling your head while you talk (very common in women)
- Striding around the area for no real reason
- Playing with your notes
- Shuffling your feet
- Pushing glasses up on your nose

Most of these are easy to get over; don't have a pen at hand, tie your hair back, avoid jewellery, empty your pockets etc. Sort these out immediately so that you can focus on the more difficult distractions you might have.

### Top tip

*Video yourself to see what little habits you have; seeing them will make them more memorable and you will have more impetus to get over them.*

## PowerPoint and other presentation tools

WHEN USED CORRECTLY, POWERPOINT AND OTHER PRESENTATION TOOLS CAN SUCCESSFULLY ENHANCE a presentation however; you, your experience, charisma, personality and expertise are your presentation. The slides are only one form of visual.

When PowerPoint was first developed we were all amazed by the effects, seeing words fly at you from all angles was really exciting but those days are over. We all know what PowerPoint can do, so keep it simple. One of the best ways to see how useful PowerPoint can be is to watch experts. See how they use it as one tool to get their point across, not as a crutch or as something to hide behind. Tom Peters, an American writer on business management practices is a great presenter; if you have a look at most of his slides they won't make sense without having been to the presentation, which is ideal. His visuals hook you in, and leave you wanting to hear the story behind the slide.

Here are some tips.

Do:

- Use presentation aids sparingly - use only for key messages, pictures graphs and data
- Make sure your slides tell a story
- Give people time to read what is on screen, and digest it. We can't read and listen at the same time effectively
- Only use a slide if it is absolutely necessary and will make a point - the fewer slides the more impact they will make
- Build in blank slides - force the audience to look at you and force yourself to engage with them
- Mix up your visuals - add pictures, video clips, photos etc. Use animations (sparingly) to enhance your presentation
- If you have one make sure you speak into the microphone and if you're not sure they can hear you don't be frightened to ask the audience.

Don't:

- Stand in between screen and image of screen
- Talk to the screen or your laptop
- Read what is on the screen
- Assume that the audience will see what you see; colours and charts often appear different on the large screen
- Rush to end and shut down your screen in order to get out of the room as quickly as possible.

You'll find some great examples that demonstrate how slides can truly enhance a presentation and act as an effective visual aid at TED Talks [www.ted.com](http://www.ted.com).

"The menu is not the meal; PowerPoint is not the presentation!"

SARA PARSONS  
- EVERYWOMAN EXPERT

### Top Tip

*Make sure you can do your presentation without any slides. There are so many things that can go wrong with AV equipment, and a fumbled and awkward start to your presentation will make you have to work even harder to gain the audience's confidence.*

## Conference calls and video conferencing

TODAY IT IS VERY POSSIBLE YOU COULD BE delivering your presentation remotely. Here are a few key things to consider if you have someone on video conference or are presenting through a video conference.

- Ensure the location of the phone or microphone is right before you start
- Check (Frequently) to ensure they can hear you
- Make mention (Frequently) of what slide you are on
- If it is a small group ask the audience by name if they have any questions
- Remember - people are used to being passive observers with TV. You need to work extra hard to draw the audience in and engage with them
- Work with the camera - don't be shy, and speak in the direction of the microphone
- Use the introduction to engage with each separate site, it may take a bit of extra time but will draw each site into your talk
- Explain exactly how the talk will work and how questions should be put forward
- Ask questions to the different sites, if you don't have personal information it is ok to say 'What does the team in Manchester think?'
- Use more pauses than usual, build in time to turn microphones on and off, and mute buttons to be used
- Re-state questions to make sure everyone has heard the question
- Be very clear when the conference has ended



## Preparing for questions

WORRYING ABOUT WHAT WE MIGHT BE ASKED FOR can often undermine our confidence and cause us to lose focus on our presentation. Think through potential questions and have a plan.

- Think about what you will most likely be asked, and build it into the core of your presentation
- Think about arguments that might be against your point and prepare your answer
- Gain insight from others who have spoken to the same or similar audience
- Have extra support whether through visuals or notes that can back up your detail, should it be asked
- Develop a frequently asked questions slide or hand-out

### Handling questions

Your demeanour and how you project yourself can be as important as what you say when you answer questions. So it is important to:

*Respect the person asking the question* - make eye contact and listen, don't cut them off or put them down

*Pause before your answer* - the silence often adds weight to your response

*Re-state a confusing or long winded question* - this helps you focus and lets the audience understand what you are trying to answer

*If you need thinking time, you can redirect the question to the audience* - this works well in business presentations

*If you don't know, it is ok to say so* - you must however let the questioner know when and how you will find out for them, if appropriate

## Reviewing your presentation

OUR NATURAL TENDENCY POST PRESENTATION is to heave a huge sigh of relief and say to ourselves (or out loud) 'Thank goodness that is over!' and then we move onto our next task project or conversation.

To become a really fabulous presenter you need to make each presentation a learning experience. Look back on the whole presentation, from preparation, to delivery to handling questions and think about what was successful and what didn't work.

### Preparation

Ask yourself:

- Did I start preparing early enough?
- Did I have everything I needed to give the best presentation?
- Did I consult the right people?
- Did I learn everything I could about the audience?
- Did I explore the objectives correctly?
- Did I set up the room properly?
- Did I know who everyone was?
- Was my team on board with what was going on?

### Delivery

Ask yourself:

- How well did I keep their attention?
- Did I connect with them?
- Did they learn something new?
- Did I tell them a story?
- Could they see it?
- Could they hear it?
- Were my visual aids helpful to make my point?

### Top Tip

*Before you embark on your next presentation, think back to the last time you did one. If you forgot to review it last time, play it back in your mind to ensure you build in what you learnt.*

## Get some practice

Practice makes perfect and this is especially true with presenting. The more you do it, the easier it becomes. It is that simple. Don't be fooled into thinking that the only way you can get practice is to do a client presentation or formal internal presentations. There are lots of opportunities to put your skills to use whether it is a two minute informal talk or volunteering to be a key note speaker at a conference. Here are some ideas:

- Put something on the agenda at the next meeting you attend (if relevant)
- Get involved in welcome talks for new employees
- Deliver some graduate training talks
- Get invited to be a member of a panel at a conference in your industry
- Join toastmasters
- Volunteer to be on the board of a local charity or leisure activity that interests you
- Help out in interviewing people for your company, volunteer to give the company background
- Speak at your next internal weekly or monthly meeting
- Suggest to a client that you give an internal talk for their employees to understand more about your partnership
- Offer to go back to your old school or college as a guest speaker

## EXERCISE

What presentation opportunities might you have?

What are three things you could do in the next six months to improve your presentation skills?

every  
woman

This workbook has been produced and edited by everywoman, with content commissioned from associate expert Sara Parsons. And is part of the everywoman portfolio of resources that have been specially created to support and develop women as they advance their careers and businesses.

## everywoman Expert



Sara Parsons has been an everywoman Associate for 10 years and has worked in the field of Personal Development globally for 16 with clients such as; Paramount Pictures, The RSA, Ipsos MORI, RNLI, Oxford University Press. She holds an honours business degree and is a qualified expert in many professional assessments including Belbin and MBTI - the Myers-Briggs profile. Sara is passionate about inspiring and supporting women to reach into the potential they often don't know they possess.

## Further reading

- *The Naked Presenter: Delivering Powerful Presentations with or without Slides (Voices That Matter)* by Garr Reynolds
- *Presentation Zen: Simple Ideas on Presentation Design and Delivery (Voices That Matter)* by Garr Reynolds
- *Presentations Pocketbook* by John Townsend

Go to [everywoman.com/development](http://everywoman.com/development) for more personal development workbooks, tools and a schedule of our online seminars.

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