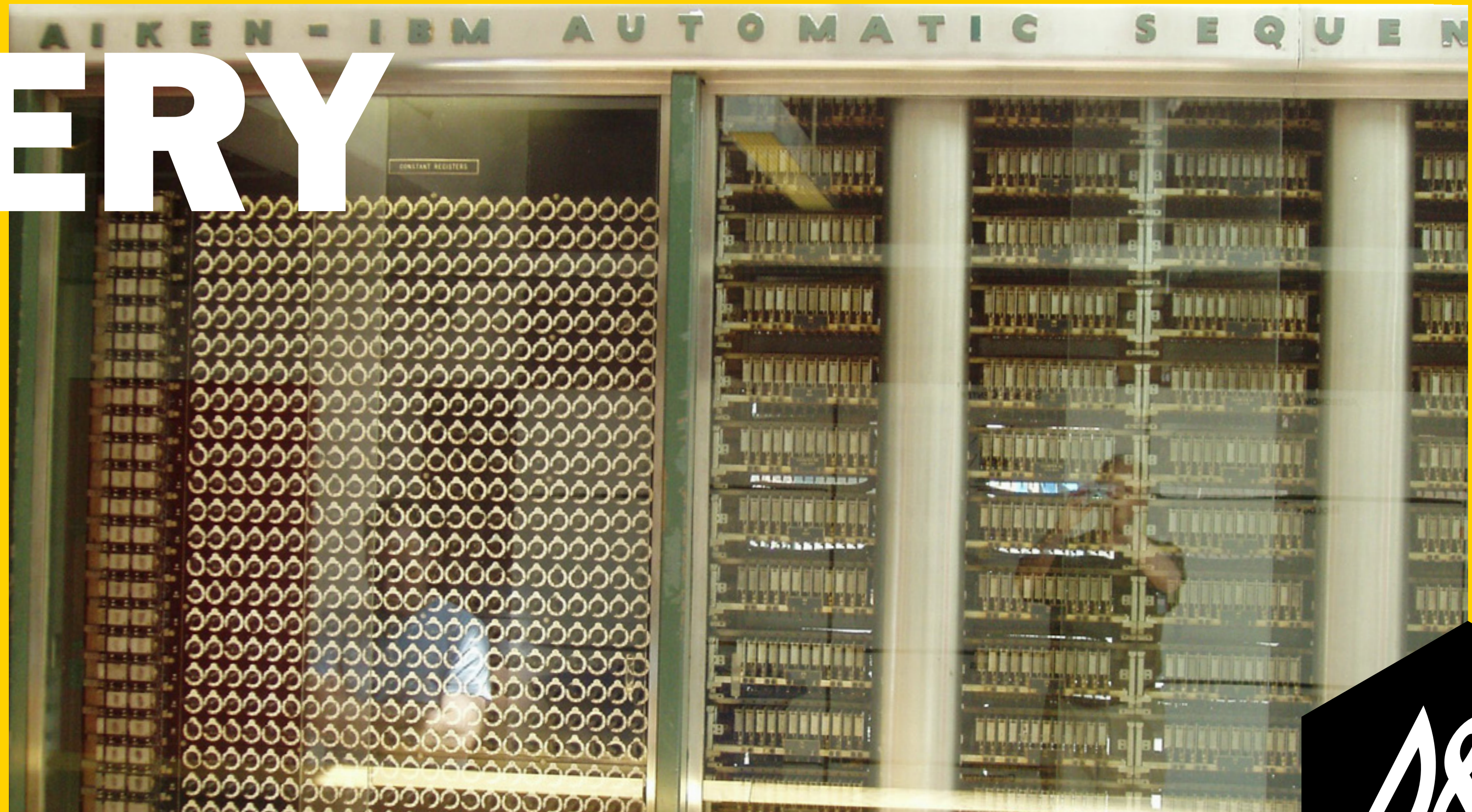


CREATIVE BRAVERY

Lesson 5

Find out how to
present your idea.



The Picture: A part of IBM Automatic Sequence Controlled Calculator (1944) - considered the first digital computer. What a brave idea!



Recap

In the last lesson you **started to come up with brave ideas** to solve or **raise awareness about a big issue.**

In this lesson, we're going to look at how to persuade an audience that your idea is a good one.

The importance of a good presentation

Sonia Beldom specialises in training people to perform at their peak - both on and off screen. In this lesson she is sharing her top tips on how to nail the perfect presentation.

→ Please read Sonia Beldom's article provided in the lesson materials.

SONIA BELDOM'S TOP TIP NO.1

CREATE A GREAT FIRST IMPRESSION

Stay relaxed, approachable and happy.

SONIA BELDOM'S TOP TIP NO.2

PREPARE

**If you fail to prepare,
you must prepare to fail.**

SONIA BELDOM'S TOP TIP NO.3

HAVE A TASTY TAKEAWAY

**It's a two-way process. Provide something
quotable, shareable & memorable.**

SONIA BELDOM'S TOP TIP NO.4

TELL YOUR STORY

People buy people.

Presentation Time!

The Two Minute Pitch

It's time for your brave idea to shine! Practice talking in front of the mirror and once you feel ready, **record a 2-minute video** of yourself presenting your creative solution to the world. Remember, you can also use props like sketches, poster drawings and paper models to help sell your idea. If you like, share the video with your friends and family to receive their feedback.

For extra bravery points, send your presentation to us by email hello@daydreambelievers.co.uk or online by using the hashtag **#DandADCreativeBravery**

Think!

WHO is your idea for?

WHAT is your idea?

WHY does it work for your audience?

→ [Link to the 2 minute countdown video](#)

END OF LESSON 5

