STEP RIGHT UP
Taking Your Presentations Skills to the Next Level

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SHARE
Technology · Connections · Results

Why Do It - Motivation

- Fame
- Money
- Recognition
- Great ideas
- I just have to

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Agenda

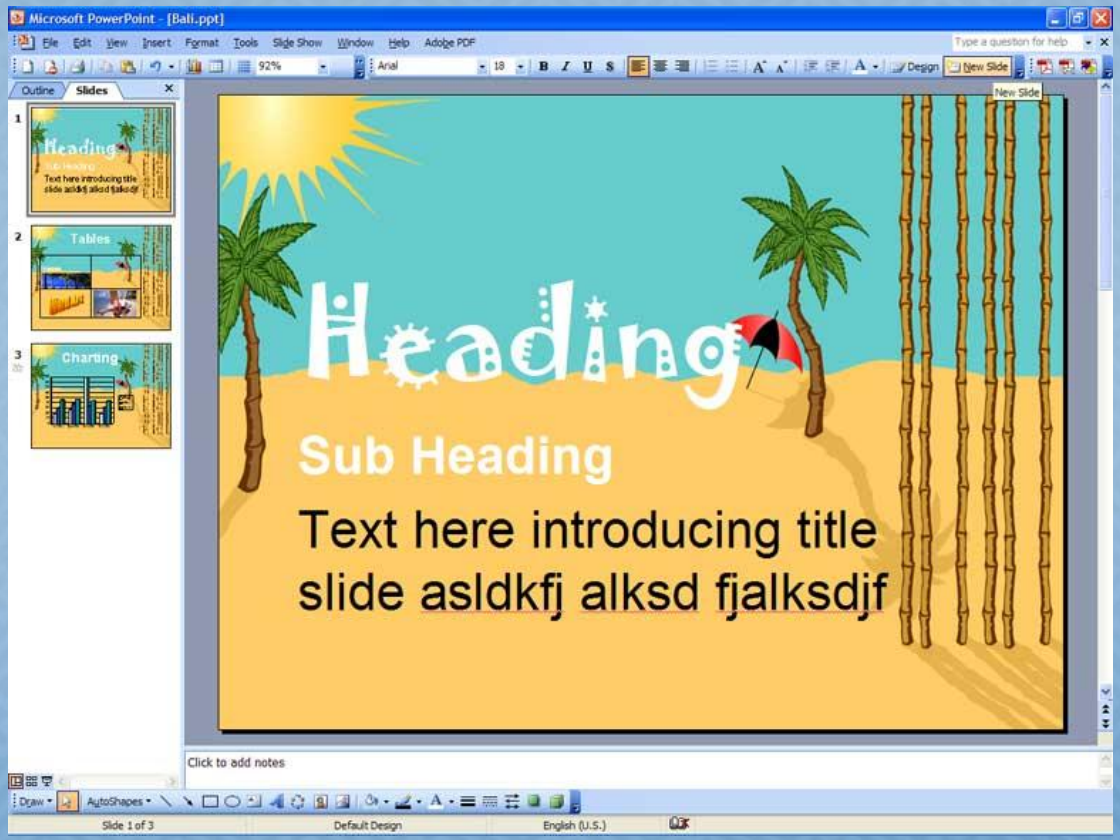
- Conceptualizing
- Creating a presentation
- Speaking tricks of the trade
- Post-mortem – reviewing and honing your process
- Mistakes we have made

Conceptualizing

- Talk about what you know and love
- Define scope
- Define your audience
- WIIFM
- Rules of 3
- Outline
- Titles

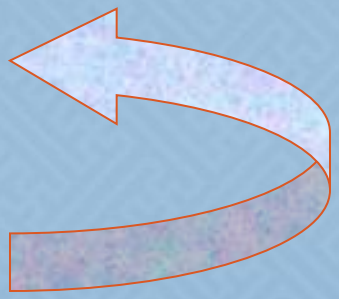
Creating a Presentation

- Structure
- Basic rules
- Openings
- Grabbers
- Closing



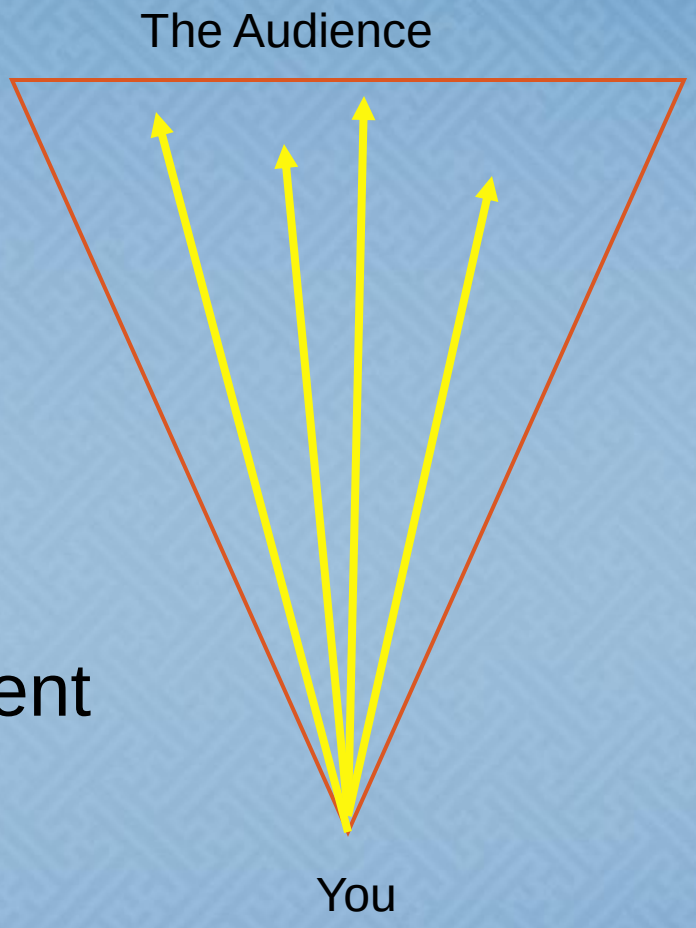
Structure

- Strong Opening
- Answer the question they are asking
- Premise
- Points of Wisdom
  - Example(s)
- Transition
- Strong Closing



Basic Rules

- I/You
- Emotional and Intellectual
- Silence and pauses
- Mental pictures
- Eye contact
- Body language and movement
- Rehearse



Openings

- Word play
- Stories
- Mini-drama
- Big picture

Better not to use the premise

Grabbers:

- Word Play
  - "What if you…"?

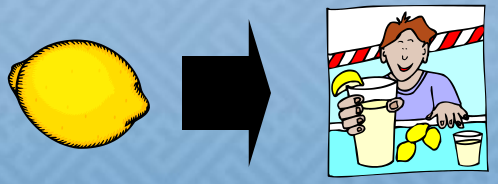
- Number Play
  - What do these numbers have in common?

1867
1776
1492

- Stories
  - "We Tell Stories to People We Like"

- 3-D Props
  - Relate Physical Object to Product Value/Benefit

- Mini-Dramas
  - Before and After



Powerful Close

- Last words linger
- End of the story
- Circle with opening
- Rule of 3
  - Challenge
  - Call to Action
  - Reinforce ideas
- Never end with questions

Speaking Tricks of the Trade

- Introductions
- Vocal awareness
- Understand learning styles
  - Visual
  - Auditory
  - Kinesthetic
- Speaking to the old brain
- Humor
- Pouring wine

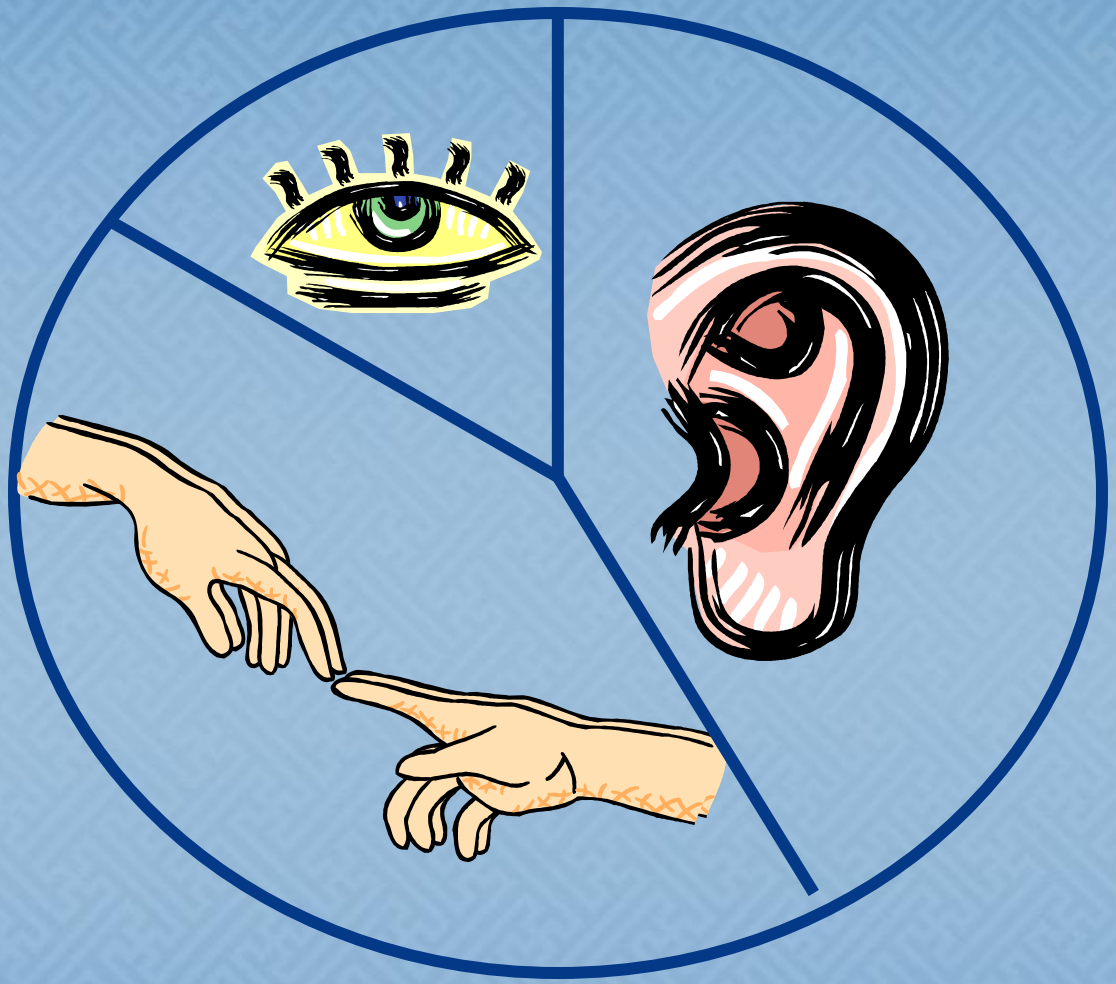
V ictory

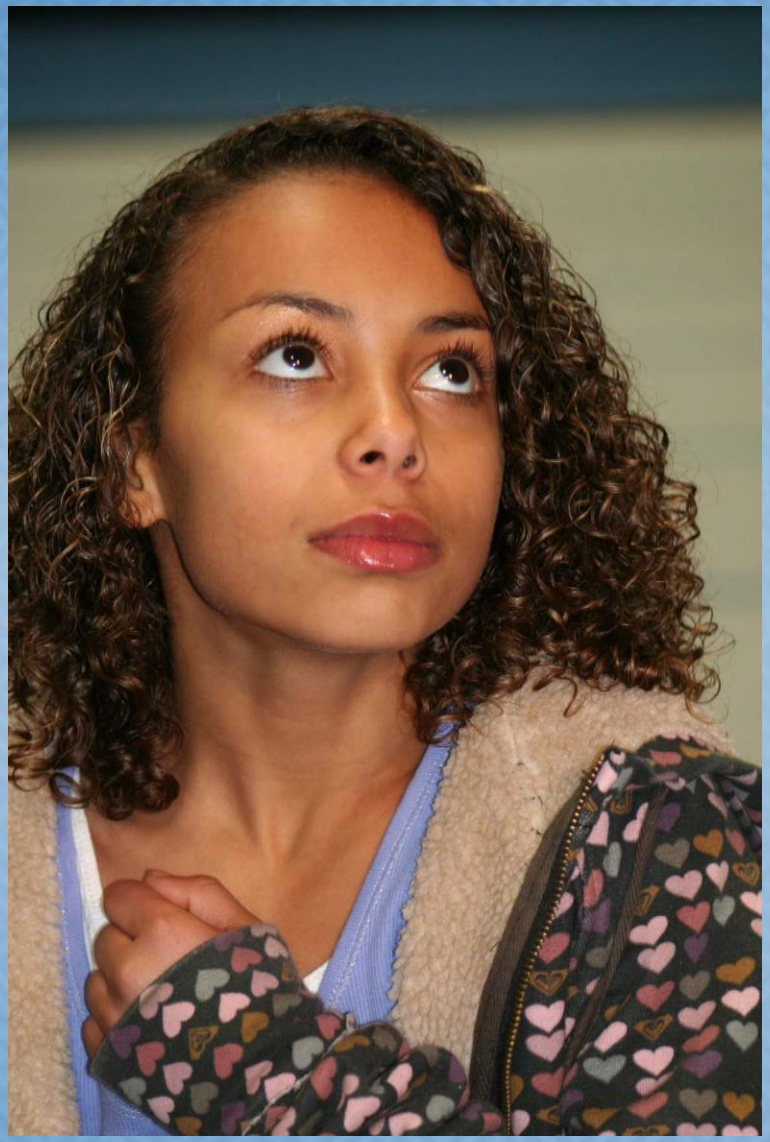
O ver

I nconsistent

C onscious

E nergy



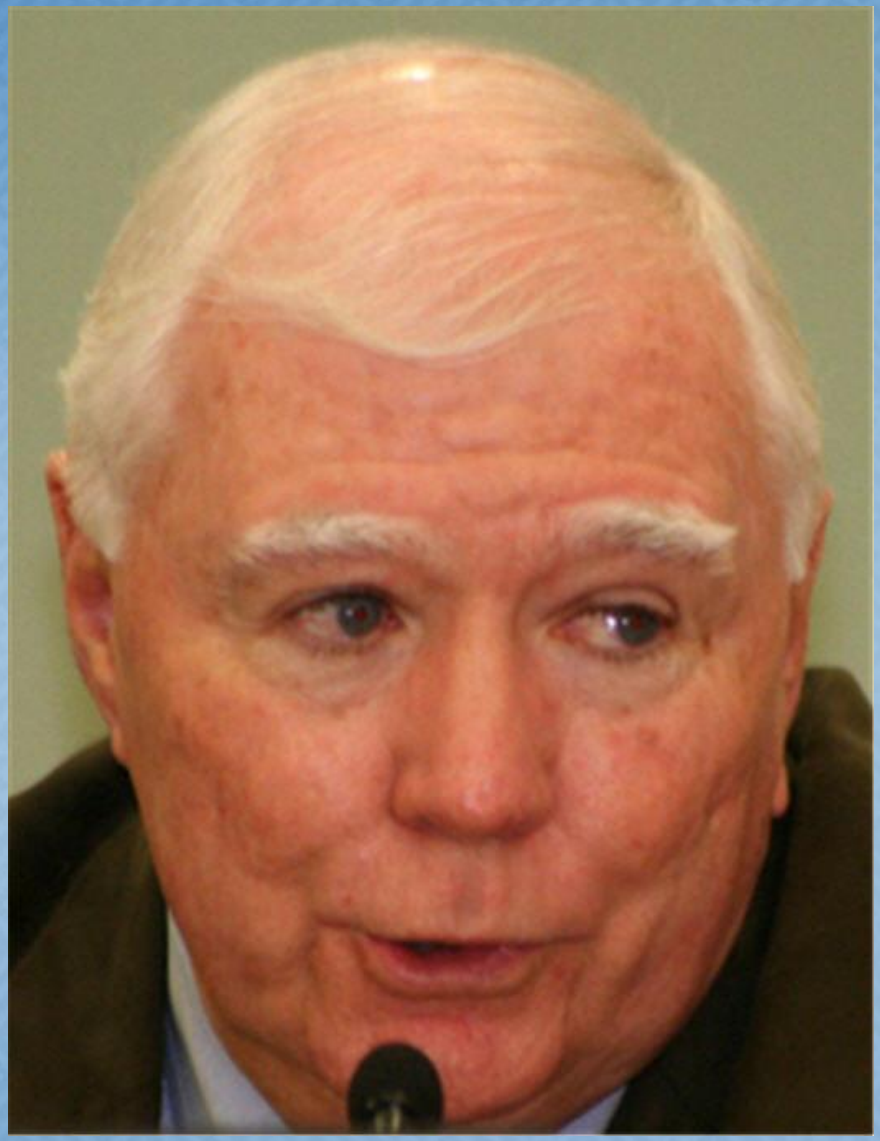


See, Look, Show

Stories, Pictures, Graphics, Videos

Rapid talker

Get to the point



Motor Mouth

Hear, Listen, Said, Tell, Sound

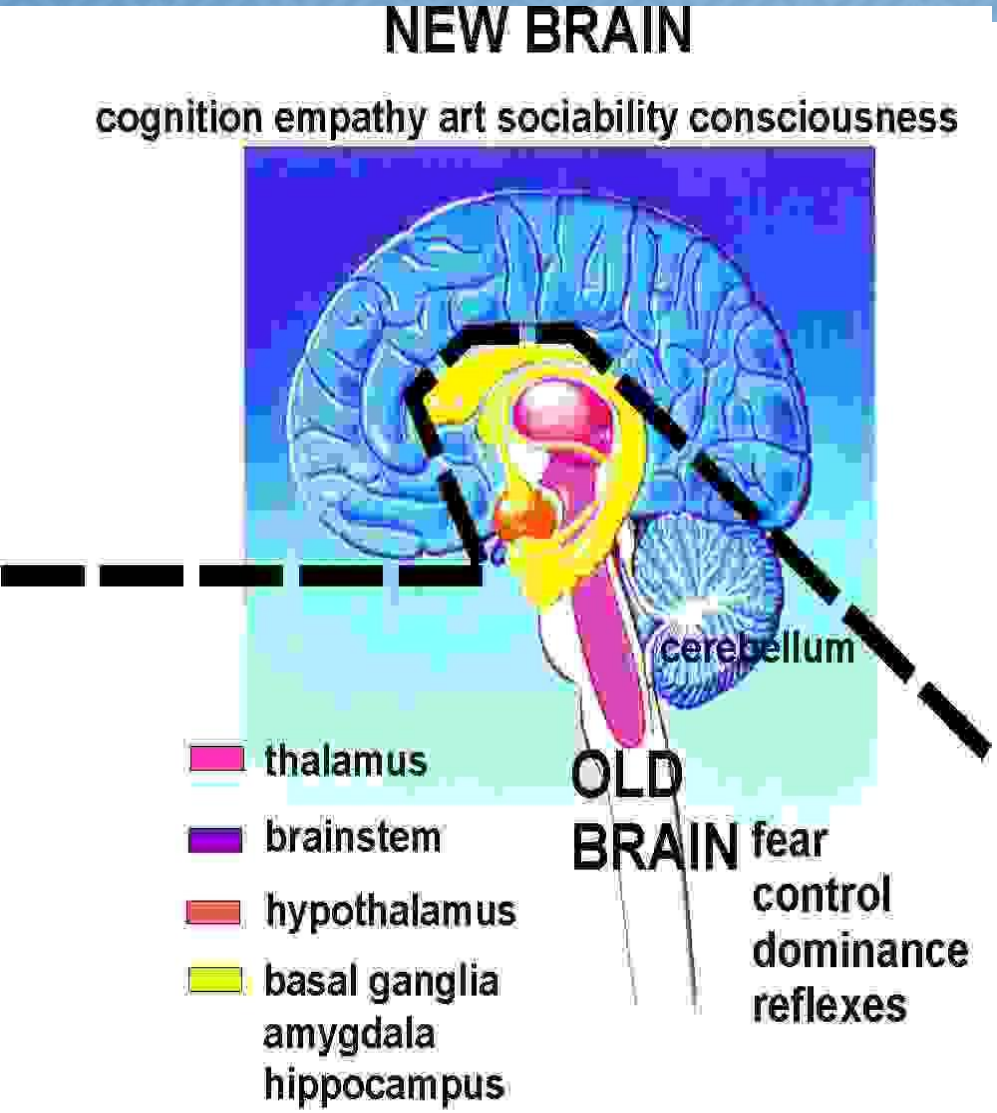
Stories, References, Their Words

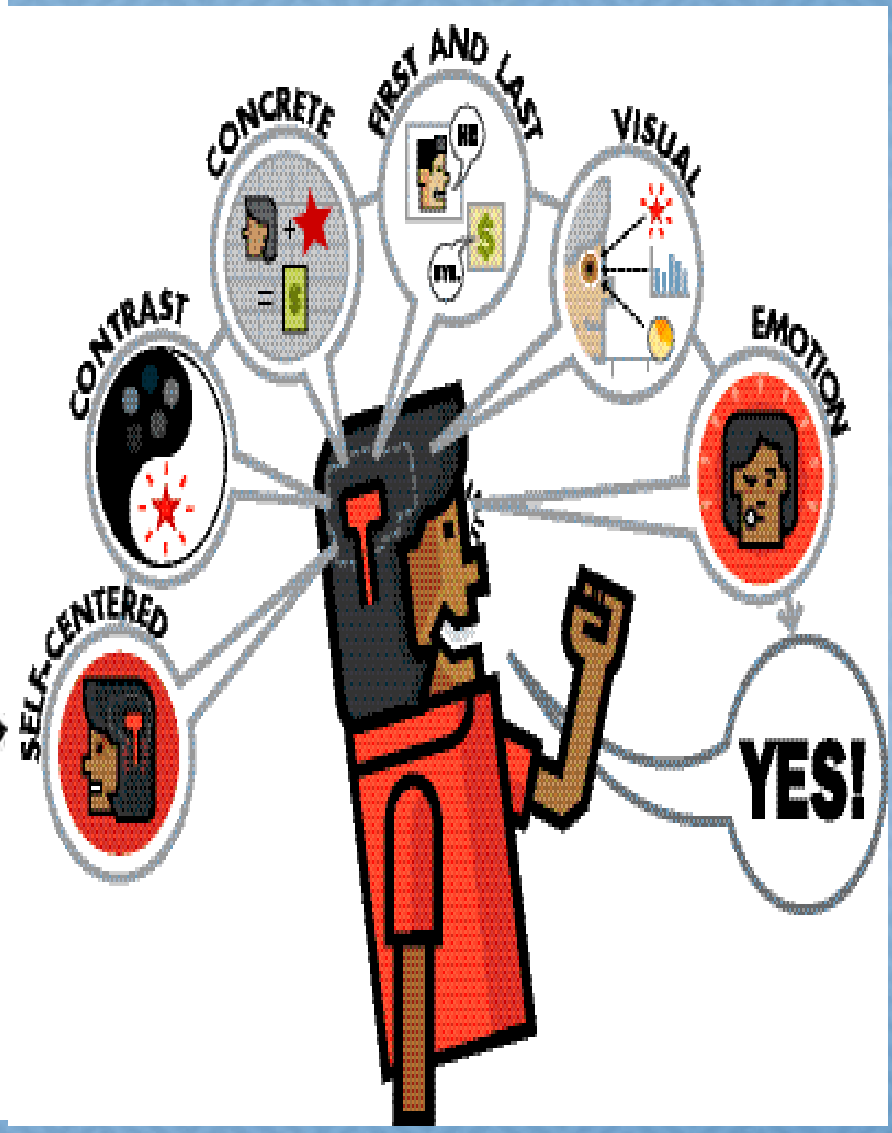
Few Words

Control, Feel, Touch, Comfortable

Stories, Pauses, Demos

Speak to The Old Brain





Humor

- Stories, not jokes (Signature Story)
- Rule of 3
- Visual picture
- Cathartic release
- Understatement and exaggeration
- Callback

Presentation = conversations with one person across many – Jim Pelley

Pouring wine

Post-Mortem

- Reactions
- Reviews
- Evaluations
- Lessons learned

Mistakes We Have Made

- Preparation – too little
- Content – too much
- Not running it as a slide show first
- Didn’t check out tech in advance
- Charts/figures that don’t work
- Audience mismatch
- No take-home
- Only 1 learning style

Questions?

Summary

- Think first
- Understand audience
- Mix it up
- Tell stories
- Evaluate yourself

Contact us

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