

# How to Deliver a **GREAT** Technical Presentation™



## Randall Munson

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# Randall Munson

Technology companies across 6 continents turn to Randall Munson to increase their sales!

**Imagine an exciting motivational speaker who's also an experienced business executive, a best-selling author, insightful teacher, and a gifted entertainer Randall Munson is all of these, delivering messages that have a powerful impact on audiences and organizations around the world.**

## **As a speaker:**

Randall's refreshing blend of inspiration and practicality, delivered with warmth, humor, and magic, has propelled him into the **Speaker Excellence Hall of Fame**. Not surprisingly, Randall has garnered more than 80 Gold Medals in the International Speaker Olympics, an IBM Award for Excellence, and is listed in the Who's Who of Professional Speaking. Having spoken in more than 30 countries across 6 continents, Randall earned the **Certified Speaking Professional** designation which has been achieved by only 7% of professional speakers in the world.

## **As an executive:**

Randall has been named one of "**The Worlds Greatest Business Mentors**". His messages stem from a rock solid business foundation: an IBM Program Manager and IBM Executive Advocate who for 20 years led IBM research and development projects with management, architecture, education, and marketing responsibilities. He also held an executive position for 5 years in the Target Corporation. Randall is listed in the **International Who's Who of Professionals**. He was the Vice President of Administration at Crossroads College and member of the Board of Directors of Hope International University. He is the founder and president of Creatively Speaking®.

## **As a best selling author:**

Randall shares his insights from platforms around the world and through his writings in a column for an international magazine, numerous articles, the electronic magazine **Business Magic®** read by decision makers in more than 70 countries, and 9 books he authored or co-authored including **Creativity 101**, **Humor 101**, and the best-selling **Create the Business Breakthrough You Want**.

## **As a teacher:**

Randall has a flair for conveying complex, abstract, and potentially dry information in a manner that's engaging and easy for the audience to grasp. Called by many a "natural teacher," he has designed and taught courses for the **IBM Advanced Business Institute**, IBM Management and Technical Education, Asia/Pacific Marketing Masters Seminars, and serves as an Adjunct Professor at the University of Wisconsin. Randall holds an M.S. degree in Computer and Information Science from the University of Minnesota.

## **As an entertainer:**

Randall's talents as a master magician, ventriloquist, and professional clown contribute to his ability to captivate audiences in any setting -- including MGM Grand in Las Vegas, Walt Disney World, and The White House. He has made televised appearances internationally and has been featured on major network broadcasts. Randall has won 30 national and international entertainment awards, and his likeness has been displayed in the **Clown Hall of Fame** and the **Smithsonian Institution**.



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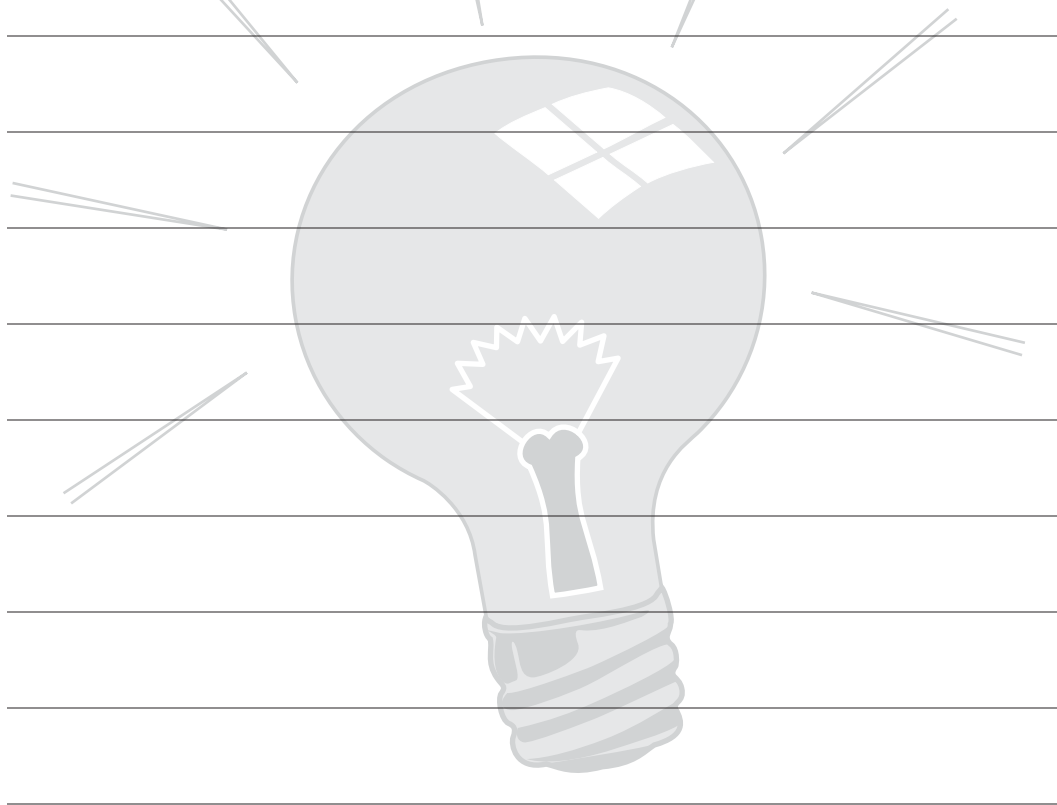
# Capture Today

If you would like a recording of today's program,  
send an email to me:

Randall@CreativelySpeaking.com

# Ah Ha! Journal

Write it down before you forget!

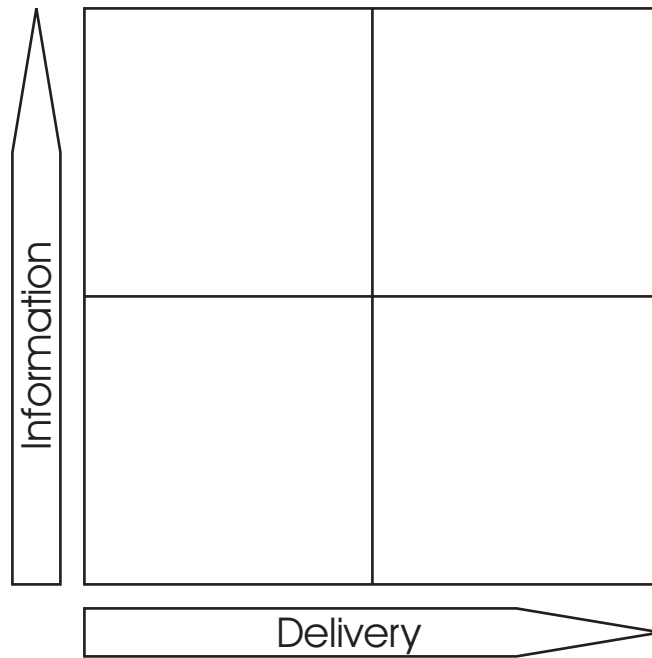


# Attributes

Great

Poor

# Value



# Persuasion

Your prospect is 43% more likely to be persuaded if you:

1. \_\_\_\_\_

2. \_\_\_\_\_



# Persuasion

Your prospect will be willing to pay  
MORE MONEY for the  
SAME product or service  
if you:

1. \_\_\_\_\_



# Agenda

1. Process of Development
2. Visuals
3. Handouts
4. Environment
5. Delivery
6. Tips of the Trade





# Use of Visual Aids

Learning improved up to \_\_\_\_\_%

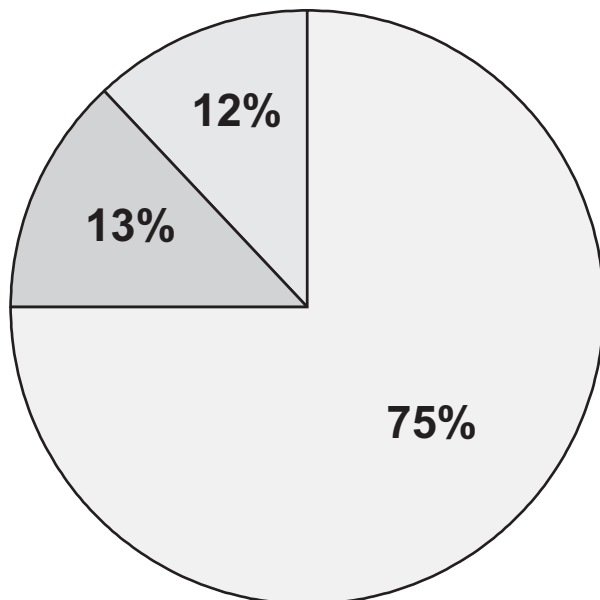
Retention improved up to \_\_\_\_\_%

Time to explain complex subjects  
reduced \_\_\_\_\_ to \_\_\_\_\_%

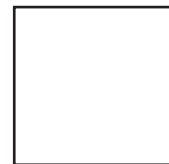


# What do you remember?

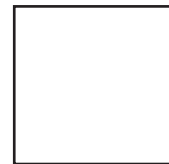
## Retention



HEAR



SEE



SMELL,  
TASTE,  
TOUCH



# Retention

	Retention after 3 Hours	Retention after 3 Days
<b>Tell only</b>		
<b>Show only</b>		
<b>Tell and Show</b>		



# Checklist

## Healthy Diet

	A	B	C	D
Sodium Free	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Fat Free	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sugar Free	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Cholesterol Free	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Carb Free	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

**15 out of 20!**

A = \_\_\_\_\_

B = \_\_\_\_\_

C = \_\_\_\_\_

D = \_\_\_\_\_

# 50 Specific Tips

## To Immediately Improve Your Productivity

1. Plan your day - every day.
2. Prioritize "things to do".
3. Get up early - organize thoughts.
4. Practice good humor.
5. Exercise daily.
6. Join your professional association.
7. Work with a clean desk.
8. Set your training budget.
9. Make goals specific in terms of quantity and deadline.
10. Develop health goals.
11. Develop family goals.
12. Develop financial goals.
13. Develop intellectual goals.
14. Develop social goals.
15. Develop professional goals.
16. Develop spiritual goals.
17. Maintain balance in all 7 Vital Areas.
18. Develop Basic Values list.
19. Avoid late night news and negativity.
20. Avoid first morning news and negativity.
21. Don't be a complainer.
22. Plan "goof-off" time.
23. Plan adequate sleep time.
24. Leave early - be on time.
25. Establish reading program.
26. Take lunch time daily.
27. Plan and take vacations.
28. Prepare a goal scrapbook.
29. Positive thoughts first 15 minutes of day.
30. Inspirational reading daily.
31. Inspirational music daily.
32. Be conscious of your good appearance.
33. Go for morning walk - see world wake up.
34. Be networking conscious.
35. Overload your days.
36. Use 20/80 rule to your advantage.
37. Work on one item at a time.
38. Eat a good breakfast.
39. Set out clothes night before.
40. Do nightly 30 second review.
41. Regular medical physicals.
42. Don't believe in "Someday I'll. . .".
43. Be informed on world events.
44. Monitor TV quantity and quality.
45. Listen to educational tapes in your car.
46. Delegate all that can be delegated.
47. Put goals into writing.
48. Put Basic Values into writing.
49. Keep your calendar/schedule with you.
50. Do daily planning the night before.
51. Always do a little more than required.

# Font Selection

Arial is an Excellent Font to use for presentations

## Serif Fonts

Serif fonts have artifacts at the end of the character points. Printed text reads better with serif fonts.

### Times New Roman

**Fx**

The Quick Brown Fox Jumps  
Over The Lazy Dog

### Garamond

**Fx**

The Quick Brown Fox Jumps  
Over The Lazy Dog

## San serif Fonts

San serif fonts do not have artifacts. They look cleaner when projected onto a screen.

### Arial

**Fx**

The Quick Brown Fox Jumps  
Over The Lazy Dog

### Futura

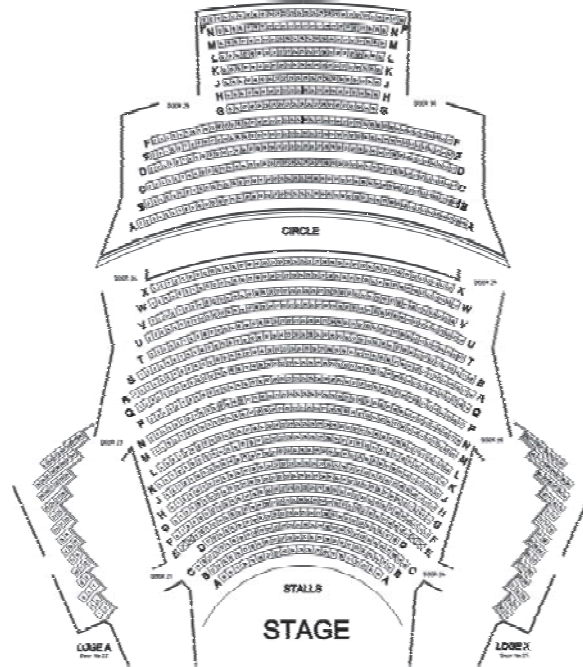
**Fx**

The Quick Brown Fox Jumps  
Over The Lazy Dog

To make text more legible without using a larger font size, use a font with a larger x-height (the height of its x character, as well as its a, c, e, etc.). Two fonts of the same point size can have different x-heights. Fonts with a larger x-height are easier to read.



# Sydney Opera House



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# 10 Worst Human Fears

- 1.
2. Heights
3. Insects and Bugs
4. Financial Problems
5. Deep Water
6. Sickness
7. Death
8. Flying
9. Loneliness
10. Dogs



# PowerPoint Controls

## Shortcuts While Running

<b>&lt;number&gt;+ENTER</b>	Go to slide <number>
<b>B or PERIOD</b>	Display black screen, or return to the slide show from a black screen
<b>W or COMMA</b>	Display white screen, or return to the slide show from a white screen
<b>S or PLUS SIGN</b>	Stop or restart an automatic slide show
<b>ESC, CTRL+BREAK, or HYPHEN</b>	End a slide show
<b>E</b>	Erase on-screen annotations
<b>H</b>	Go to next hidden slide
<b>T</b>	Set new timings while rehearsing
<b>O</b>	Use original timings while rehearsing
<b>M</b>	Use mouse-click to advance while rehearsing
<b>Both mouse buttons for 2 seconds</b>	Return to the first slide
<b>CTRL+P</b>	Redisplay hidden pointer and/or change the pointer to a pen
<b>CTRL+A</b>	Redisplay hidden pointer and/or change the pointer to an arrow
<b>CTRL+H</b>	Hide the pointer and button immediately
<b>CTRL+U</b>	Hide the pointer and button in 15 seconds
<b>SHIFT+F10 (or right-click)</b>	Display the shortcut menu
<b>TAB</b>	Go to the first or next hyperlink on a slide
<b>SHIFT+TAB</b>	Go to the last or previous hyperlink on a slide
<b>ENTER while a hyperlink is selected</b>	Perform the "mouse click" behavior of the selected hyperlink
<b>SHIFT+ENTER while a hyperlink is selected</b>	Perform the "mouse over" behavior of the selected hyperlink
<b>N, ENTER, PAGE DOWN, RIGHT ARROW, DOWN ARROW, or the SPACEBAR (or click the mouse)</b>	Perform the next animation or advance to the next slide
<b>P, PAGE UP, LEFT ARROW, UP ARROW, or BACKSPACE</b>	Perform the previous animation or return to the previous slide



## **Randall Munson recommends the following books:**

*Sales Coach II*  
*Selling Tips FROM the Pros, FOR the Pros!*  
Featuring Randall Munson

*Create the Business Breakthrough You Want*  
Randall Munson, Brian Tracy, Mark Victor Hansen, et. al.

*Creativity 102- Randall Munson*

*Humor 101- Randall Munson*

*Words That Sell - Richard Bayran*

*Secrets of Power Presentations - Peter Urs Bender*

*Never Be Boring Again - Doug Stevenson*

*Presentation Zen - Garr Reynolds*

# A Great Remote For Presentations



- Advance slides from up to 150 ft away
- No line of sight required
- Plug and Play: No software to load
- Works with any PC or Mac through USB or PS/2 port
- Integrated laser pointer
- Small, ergonomic design, half the size of a credit card

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**Who is using**

- Executives
- Sales Professionals
- Educators
- Trainers
- Marketing Professionals
- Human Resources

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**Business Magic!** is a free monthly electronic magazine for those who want to experience the magic of creative insights, ideas and inspirations for themselves and their business - based on the popular keynote speeches, seminars and writing of Randall Munson, Certified Speaking Professional and one of the world's greatest business mentors.

There is far more to learn about how to develop and deliver exceptional presentations. For additional tips, techniques, and great ideas, get Randall's free electronic newsletter, **Business Magic!**

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