

Energize Your Presentation Skills



Part 5 – More on designing and
developing a great presentation



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When the audience's
confidence in having its needs
met is lost, and everyone
stops listening, this is known
in the speaking trade as.....



....eating the microphone

What Sucks the Energy Out of a Presentation?



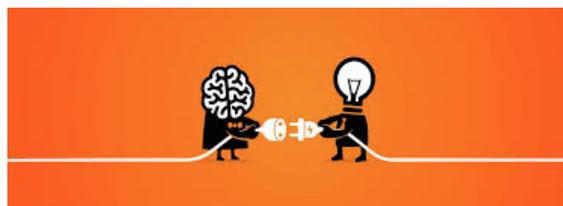
- PowerPoint
- Dull opening
- Too much content
- Disorganized content – eating the microphone
- Body language, voice and movement
- Bad tech
- Bad jokes
- Handling questions
- Nervous speaker



Review: Six key points from previous episodes



- Create a strong opening
- Avoid too much content – practice!
- Show energy through body language, movement and eye contact and voice
- Decide when to take questions
- Check out all tech in advance
- Add humor with stories and cartoons



Selecting your topic



- If you have a choice, what do you enjoy talking about?
- What problem are you solving for the audience?
- What's the goal? What do you want to accomplish?
 - Question 1: So what?
 - Question 2: Now what?
- Don't get lost in the "Expert Myth"



To prepare well, you must do these things:



- Take a strong position in the title
- Think carefully about your specific audience
- Make your specific points as concise as possible
- Points linked in a narrative



Four ways to structure your talk



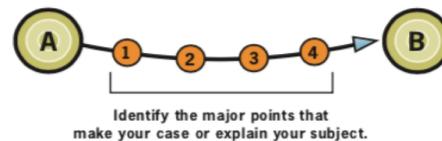
- Numerical framework
- Chronological framework
- Modular framework
- Problem-solution framework



Keep your focus on the audience



Design your presentation to follow the arc of a story



- Your story has a title
- Act 1: Set up the story
- Act 2: Develop the action
- Act 3: Frame the resolution

Finding the rhythm for your talk



1. Present one of your points
2. Expand on your point
3. Tell a story or example to illustrate your point
4. Help the audience apply the point
(this is where “so what?” and “now what?” come in)
5. Repeat for each of your points



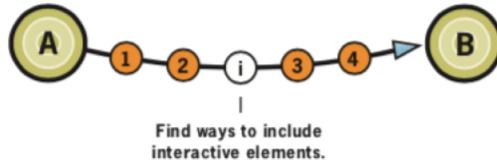
A simple format for a brief story



- **Setting:** where / when / who
- **Turning point:** what kicked off the story?
- **Overcoming struggle:** challenges people in the story faced and how they tackled them
- **Resolution:** succeed or fail?
- **Implications:** takeaway
lesson in the context
of your presentation



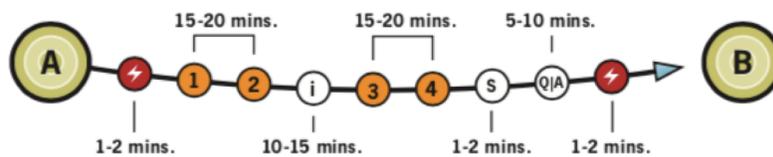
Adding interaction



Not just icebreakers,
but related to your topic

- Q&A during presentation (not at the very end!)
- Ask the audience a specific question
- Ask audience to write down a list
- Ask audience to interact with person sitting next to them
- Solve a problem together
- Videos
- Polls
- Virtual – encourage audience to use chat window

Putting it all together



SAMPLE ONE-HOUR SESSION

What Makes a Great Presentation Opening?



- Show some energy! You're on stage!
- Be unique and memorable – first 15 seconds
- Tell a story
- Know your audience
- Exciting, interesting graphics
- Start with the big picture
- Memorize your opening
- The audience wants to like you!



(this chart is covered in great detail in episode 1)

The prepared closing



- Never end with questions!
- Memorize your closing
- What you hope your audience does with the information they have received or the skills they have acquired
- A call to action – to get active in something



“In the long run, numbers numb, jargon jars, and nobody ever marched or protested because of a pie chart. If you really want to connect with your audience, give them what they're waiting for – what we are always waiting for. Tell them your stories.”

- Andy Goodman

A walk through the process



1. Choose your topic – what problem are you solving for the audience?
2. Take a strong position in your title
3. Think carefully about your specific audience
4. Make your specific points that support your title as concise as possible



A walk through the process



5. Determine the structure of your talk – numerical, chronological, modular, or problem-solution
6. Link your points into a narrative so your presentation tells a story
7. Find the rhythm of your talk for each point, including stories and examples



A walk through the process



8. Develop questions for the audience and other points of interaction
9. Create a strong opening with several elements, focused especially on the first 15 seconds
10. Create a strong closing, with a call to action
11. (optional) Design PowerPoint charts that support your presentation as visual aids



The more effort you put into the clarity of your points, the easier everything else about public speaking becomes.



Reference Materials

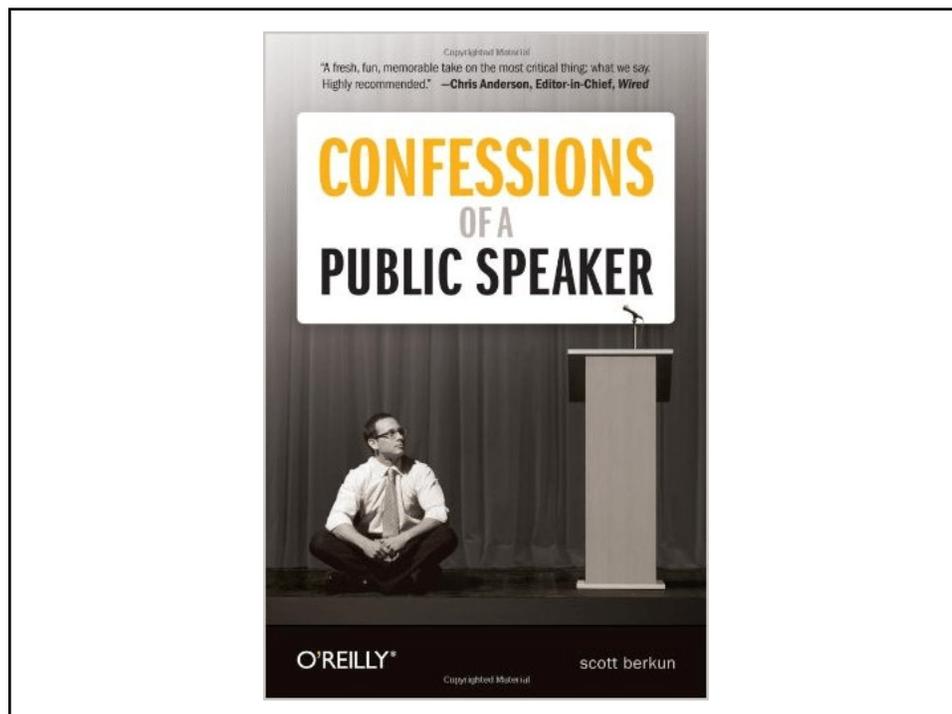


➤ Books

- ✓ **Beyond Bullet Points** – Cliff Atkinson (covers the story template)
- ✓ **Made to Stick** – Chip Heath & Dan Heath
- ✓ **Presentation Zen** – Garr Reynolds

➤ Web Sites

- ✓ Stock xchng - www.sxc.hu
- ✓ Free Digital Photos – www.freedigitalphotos.net
- ✓ Techniques and advice - beyondbulletpoints.com
- ✓ Toastmasters.org (detailed articles on voice)
- ✓ speakerhub.com/skillcamp



Upcoming topics for future episodes



- PowerPoint usage – good and bad
- Tips for presenting virtually
- Speaking spontaneously
- Getting beyond nervousness
- How not to be boring



I need a little help to build my speaking business



If you feel so inclined.....

- LinkedIn.com - please endorse my presentation and speaking skills
- Speakerhub.com - recommend me



Summary of today's content



- Keep your focus on the audience
- Discover the rhythm of your talk
- Include interaction and stories
- Strong opening and closing
- Process first, then Powerpoint



“They may forget what you said, but they will never forget how you made them feel.” – Carl W. Buechner

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