

# Energize Your Presentation Skills



Part 4 – How to design and develop a great presentation



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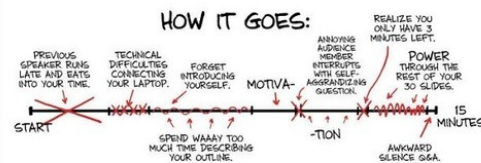


## YOUR CONFERENCE PRESENTATION

### HOW YOU PLANNED IT:



### HOW IT GOES:



joyreactor.com

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

**My background.....**



## 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 to remember



- A great opening – the first 15 seconds
- 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



## A Survey on presentations.....



What one or two things make a presentation excellent?



Enthusiasm



Interaction



Clarity



### People come to your presentation because they:

- Want to learn something
- Wish to be inspired
- Hope to be entertained
- Have a need they hope you will satisfy
- Desire to meet other people interested in subject
- Seek a positive experience they can share
- Forced to be there by their bosses
- Handcuffed to their chairs



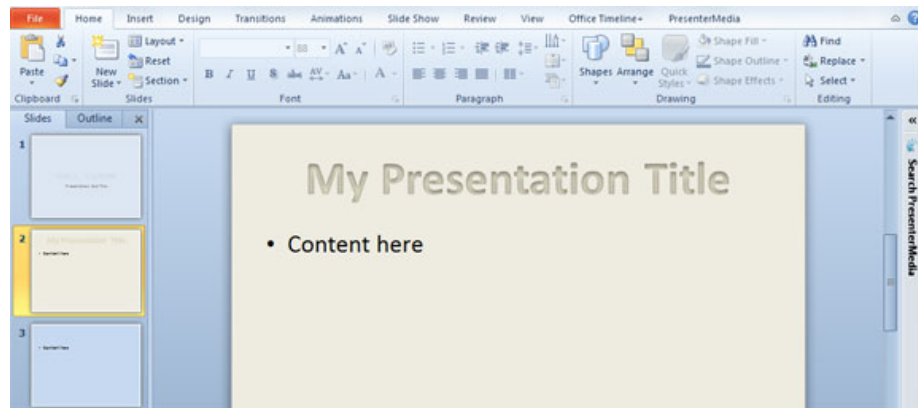
### Selecting your topic



- 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"



## It all starts with the title.....



- People will judge your presentation by its title
- If you had 10 seconds to make your point.....
- Your title is the foundation of your presentation

## 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



< Insert Topic Here > 101

The Five Biggest Questions  
and Answers You Have  
About “X”

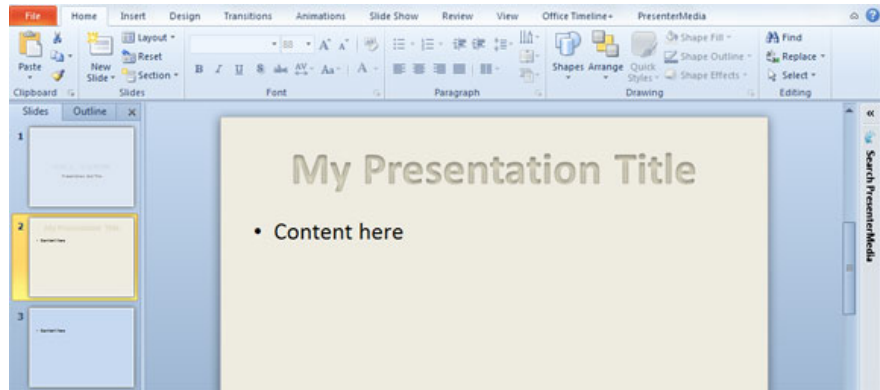
- The top five problems you have with <insert thing here> and how to solve them
- Mistakes I made in <insert thing here> and what I learned
- The truth about <insert topic here> and how it can help you
- Smart shortcuts and clever tricks only experts know about <insert things here>

### **Titles for my four presentations**



- Yes, And: How Collaboration Energizes Your Team's Performance
- Solve a Team's Communications Problem - The Illusion That it has Taken Place
- Let's Change How Your Team Thinks About Change
- Mind-numbing vs Mind-blowing: How to Energize Your Presentation

## With an interesting title.....

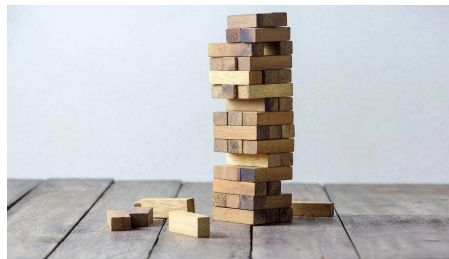


....now come up with possible points that might fulfill what the title is promising.

## Four ways to structure your talk



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



## 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



## Finding the rhythm for your talk



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



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



## Reference Materials



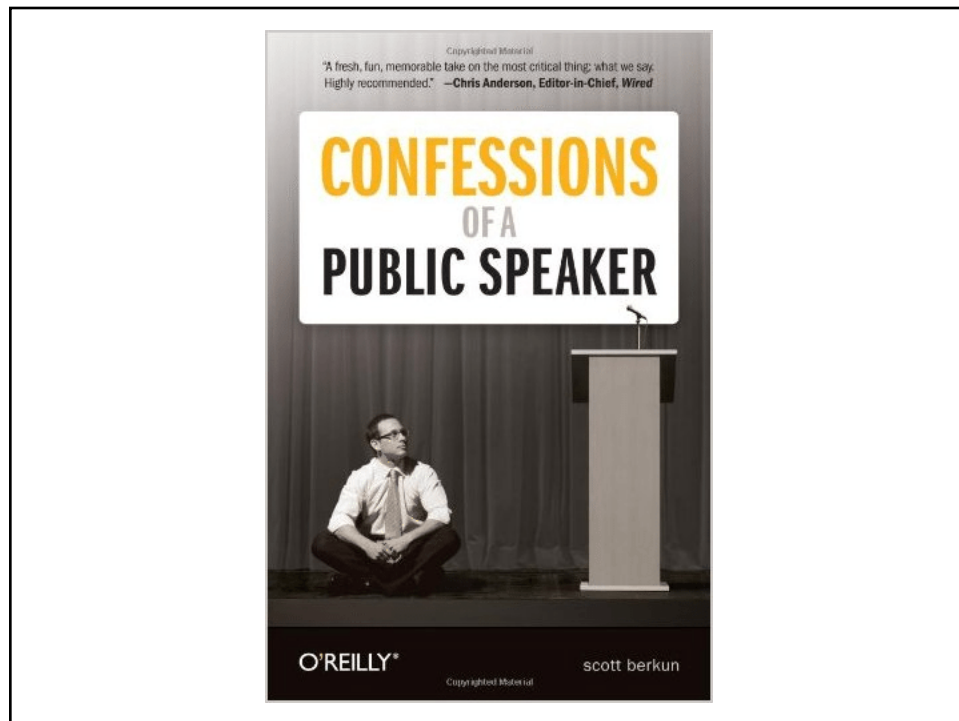
### ➤ Books

- ✓ **Beyond Bullet Points** – Cliff Atkinson
- ✓ **Made to Stick** – Chip Heath & Dan Heath
- ✓ **Presentation Zen** – Garr Reynolds

### ➤ Web Sites

- ✓ Stock xchng - [www.sxc.hu](http://www.sxc.hu)
- ✓ Free Digital Photos - [www.freedigitalphotos.net](http://www.freedigitalphotos.net)
- ✓ Techniques and advice - [beyondbulletpoints.com](http://beyondbulletpoints.com)
- ✓ Toastmasters.org (detailed articles on voice)





## Upcoming topics for future episodes



- Developing the rhythm of your presentation
- 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

- “So what?” and “Now what?”
- It starts with the title
- Selecting and honing your specific points
- Develop structure and rhythm



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

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