

Energize Your Presentation Skills



Part 11: a big picture review of excellent presenting



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What Sucks the Energy Out of a Presentation?



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What Sucks the Energy Out of a Presentation?



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



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My background.....



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A Survey on presentations.....



What one or two things make a presentation excellent?



Enthusiasm



Interaction



Clarity

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How to select your topic



- 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"



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A walk through the development 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



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Titles for my presentations



- Energize Your Team's Performance: Think Like an Improv Actor
- Solve a Team's Communications Problem - The Illusion That it has Taken Place
- Let's Change How Your Team Adapts to Change
- Mind-numbing vs Mind-blowing: How to Energize Your Presentation

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A walk through the development 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



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A walk through the development 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



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



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Making the first 15 seconds count



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Your audience will develop an impression of you within the first 15 seconds



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You're spending that time squandering what may be your greatest opportunity to captivate them



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What Makes a Great Presentation Opening?

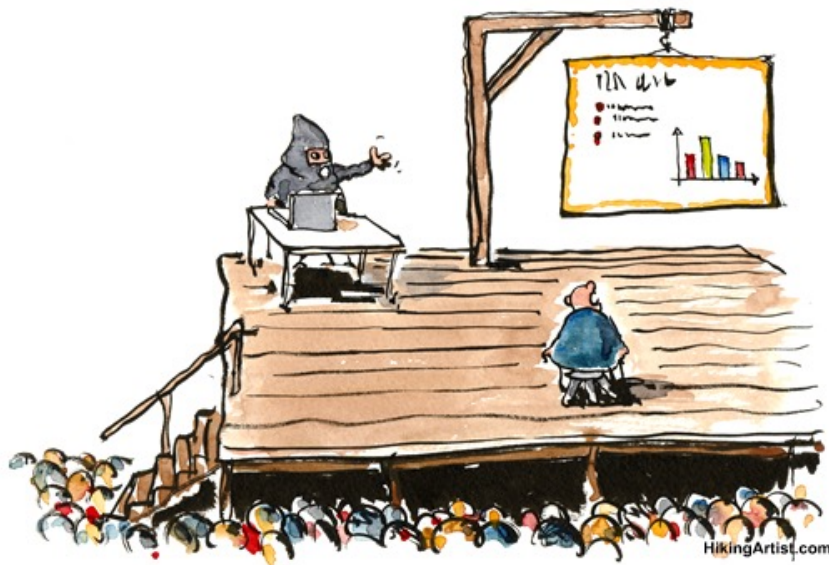


- Be unique and memorable – first 15 seconds
- Show some energy! You're on stage!
- Tell a story
- Get to know your audience
- Use exciting, interesting graphics
- Start with the big picture
- Memorize your opening



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Proper usage of PowerPoint charts



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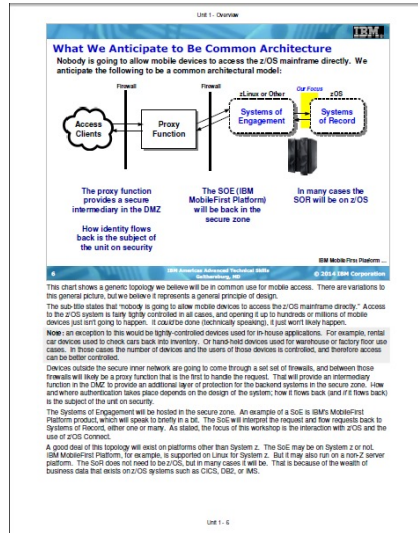
PowerPoint usage lessons.....

Don't pack too much information into a slide

- “Presentation” vs “Documentation”
- Number of slides is not the problem

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Delivering “documentation” to your audience



1. PowerPoint “Speaker Notes” option

2. Provide appendix to handout

3. Two different versions of slides

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PowerPoint usage lessons.....



The slide is your visual aid

- Don't read the slide

When you put up a slide, the audience is reading it

- Use PowerPoint “Animation” to control info on slide
- You want the audience to look at you

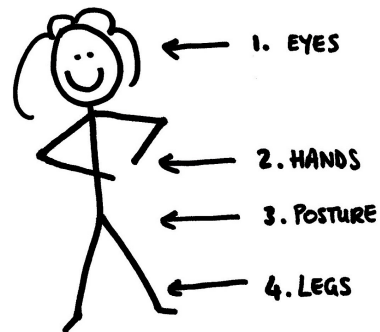


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How to Use Your Body Language, Movement and Voice



- Show some energy! You're on stage!
- Body language
- Movement
- Use a remote-control device
- Laser pointer
- Blank the screen
- Eye contact
- Silence and pauses
- Use your voice



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Know the "Technical" Details



Allow plenty of time for.....

- Microphones
- Rearranging the furniture
- Lighting
- Check out projector in advance
 - Test projector and your laptop
 - Practice in slide show mode



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Spontaneous speaking



1. Get out of your own way
2. See things as an opportunity
3. Slow down and listen
4. Paraphrase
5. Tell a story using structure



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The challenge of a virtual presentation is capturing and holding the attention of your remote audience



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Overcome your fear of public speaking



- Be fully prepared
- Know your topic well
- Practice
- Breathe deeply and flex your feet



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How not to be boring



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The answer to most attention problems is
POWER.



Speakers have POWER!

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How to use your power as a speaker



- Set the pace
- Direct the attention
- Play the part: You're the star
- Know what happens next
- Get the audience involved
- Always end early



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A few final tips....



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How to regain your listener's attention

Show that you're
paying attention to
them



- "You know better than most people...."
- "I'm going to let **you** in on a secret...."
- "Why **you** need to know this is...."
- "If **you**'re only going to remember one thing...."

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Almost everybody makes this mistake



Most presentations
move too quickly

- Remind yourself to slow down
- Pause
- Use repetition
- Cut your material
- Practice!



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How to practice speaking at home



Practice in front of the mirror
 Film yourself
 Present via Zoom
 Join a toastmasters' club
 Try talking without stopping
 Make it part of your daily routine
 Practice in the shower
 Practice varying your tone of voice
 Study other public speakers
 Write some speeches

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Reference Materials



➤ Books

- ✓ **Beyond Bullet Points** – Cliff Atkinson
- ✓ **Made to Stick** – Chip Heath & Dan Heath
- ✓ **Presentation Zen** – Garr Reynolds
- ✓ **Confessions of a Public Speaker** – Scott Berkun

➤ 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

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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



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Summary



- ✓ Inspiration
- ✓ Information
- ✓ Insight



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

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