

# How To Open a Presentation

And Engage Your Audience Immediately

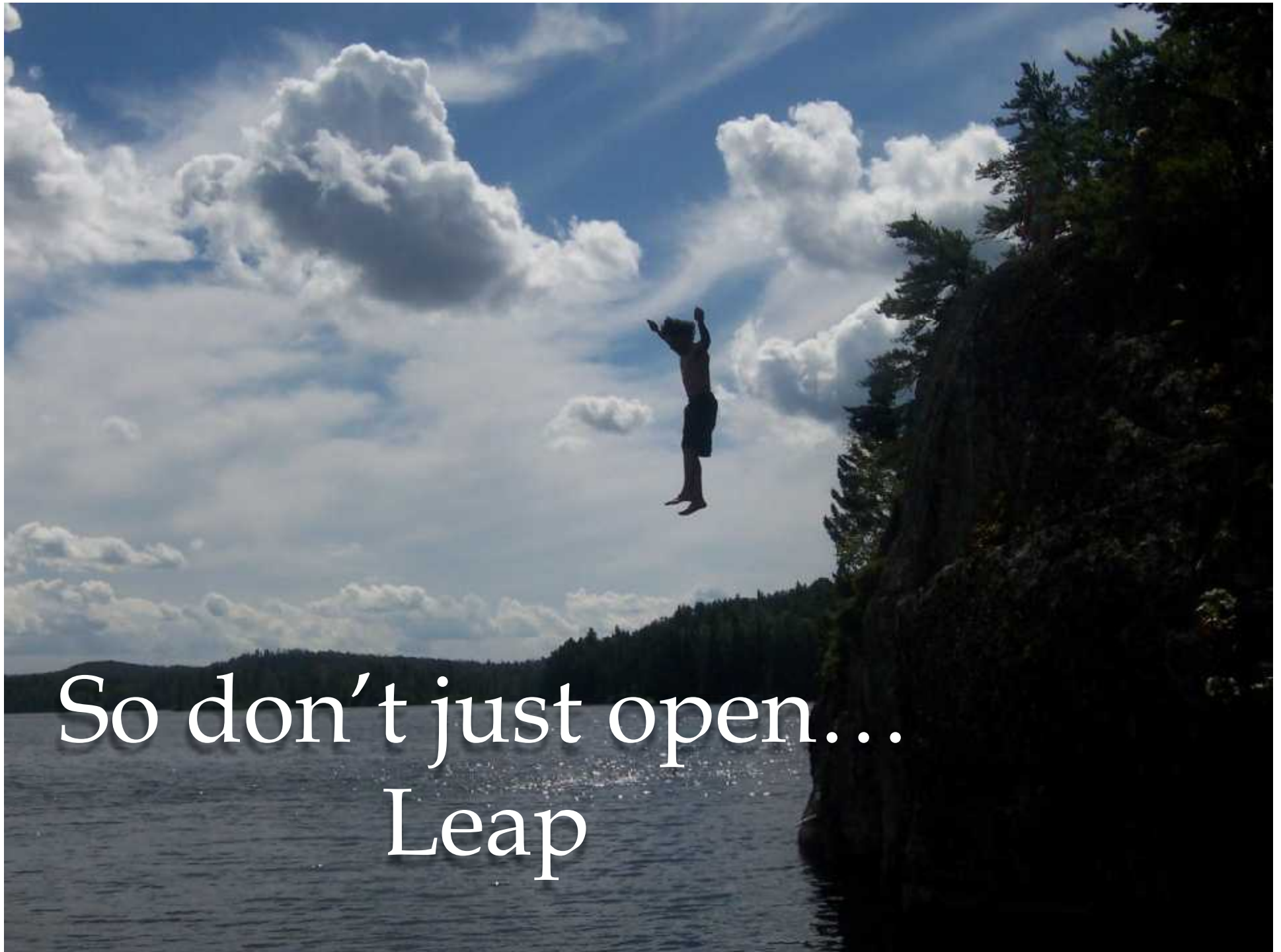
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# The Problem

People begin by talking  
about themselves and  
their organization

An empty theater with rows of seats and a stage. The theater has a curved front wall and a stage at the far end. The seats are arranged in a semi-circle, and the stage is dark. The walls are wood-paneled, and there are recessed lights in the ceiling. The text "And Nobody Cares" is overlaid in the center of the image.

# And Nobody Cares



So don't just open...  
Leap

Jump right in  
with a story...







...or a  
question...


...what  
about an  
interesting  
fact?

The world's  
data doubles  
every year!

Or tell a joke.

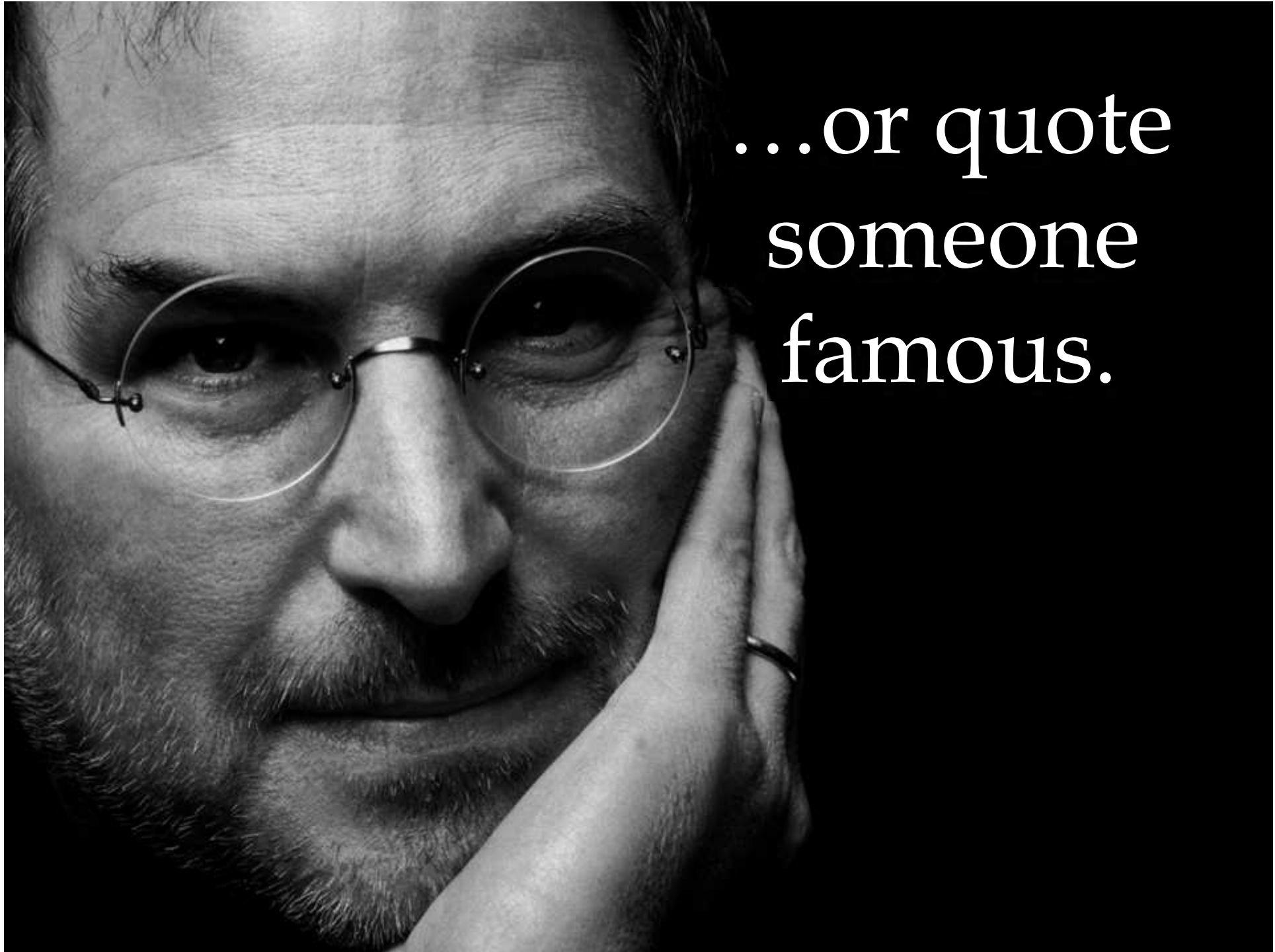





A photograph of a sunset over a body of water. The sun is low on the horizon, partially obscured by a line of trees. The sky is filled with scattered clouds, and the sun's light creates a shimmering reflection on the water's surface. The overall scene is peaceful and serene.

You could  
make a  
startling  
statement...

“The sun never rises  
or sets.”



...or quote  
someone  
famous.



You could even  
project an impactful  
image...and simply  
reflect on it.



Whatever you decide...  
decide to be different.





Forget  
“hello” and  
“thank you”.  
Get their  
attention  
when you  
open your  
mouth.





If you open well, it's a  
huge leap towards  
success.



If you don't  
open well,  
you could be  
done.

