Great Presentation Secrets

5 Simple Tips for Powerful Presentations

www.CommunicationSkillsTips.com
1. Craft an Interesting Title
1. Craft an Interesting Title

BAD:
“A Critical Look at the History and Production of Fireworks”
1. Craft an Interesting Title

BAD:
“A Critical Look at the History and Production of Fireworks”

GREAT:
“BANG! – Making the Fire Work”
2. Begin with a Bang!
2. Begin with a Bang!

The opening of a movie is designed to **grab your attention**.
2. Begin with a Bang!

The opening of a movie is designed to grab your attention.

Your Opening should **grab your audiences attention.**

www.CommunicationSkillsTips.com
2. Begin with a Bang!

Start with a Story
2. Begin with a Bang!

Start with a Story

A well told story is interesting and captures audience attention straight away.
2. Begin with a Bang!

Ask Your Audience a Question
2. Begin with a Bang!

Ask Your Audience a Question

Questions get your audience thinking.

www.CommunicationSkillsTips.com
During a TED talk, Dr. Jill Taylor got her audience’s attention when she brought out a real brain to illustrate her point.
During a TED talk, Dr. Jill Taylor got her audience’s attention when she brought out a real brain to illustrate her point.

You can hear the audience gasp when she brings it out.
2. Begin with a Bang!

Do Something Unexpected

You don’t have to use a real brain as a prop to get your audience’s attention. Instead, you can:

(1) Start with a **Shocking Statistic**

www.CommunicationSkillsTips.com
2. Begin with a Bang!

Do Something Unexpected

You don’t have to use a real brain as a prop to get your audience’s attention. Instead, you can:

1. Start with an Shocking Statistic
2. Start with an Unexpected Statement
In his 2005 Stanford Commencement Address, Steve Jobs focused on only three points and backed each point up with a story.

As a result, his speech is memorable and inspiring.
3. Limit Your Points

Focus on a few Key Points

What are the *key points* in your presentation?
3. Limit Your Points

Focus on a few Key Points

What are the key points in your presentation?

Limit the number of points you talk about so that you don’t overwhelm your audience.
3. Limit Your Points

Focus on a few Key Points

What are the key points in your presentation?

Limit the number of points you talk about so that you don’t overwhelm your audience.

Instead, focus on explaining a few key points very well.
4. Anchor Your Key Points

Use Anchors to Make Your Key Points Memorable
4. Anchor Your Key Points

Use Anchors to Make Your Key Points Memorable

An anchor is a device used to hook the key point to your listener’s memory.
4. The Story as an Anchor

Stories are Effective Anchors

www.CommunicationSkillsTips.com
In his 2005 Stanford Commencement Address, Steve Jobs used three stories (one to anchor each one of his three key points).
4. Analogy as an Anchor

Anallogies are effective Anchors
4. Analogy as an Anchor

Analogies are Effective Anchors

In his book, the Mars & Venus Diet and Exercise Solution, John Gray uses the following analogy:
In his book, the Mars & Venus Diet and Exercise Solution, John Gray uses the following analogy:

“Think of your body as an old-fashioned steam engine. You need to feed the fire with coal. When there is no coal available, the stoker slows down so that all the available fuel is not consumed. Likewise, your metabolism slows down for the rest of the day when you don’t eat breakfast.”

www.CommunicationSkillsTips.com
4. Acronym as an Anchor

Acronyms are Effective Anchors

Click Here to learn the PARTS acronym for Powerful Public Speaking
4. Acronym as an Anchor

Acronyms are Effective Anchors

Remember how you used to use acronyms to recall important information for your examination?
Remember how you used to use acronyms to recall important information for your examination?

If you are delivering an informative presentation, then creating an acronym can be an effective anchor.
4. Acronym as an Anchor

Remember how you used to use acronyms to recall important information for your examination?

If you are delivering an informative presentation, then creating an acronym can be an effective anchor

Click Here to learn the PARTS acronym for Powerful Public Speaking
4. Activity as an Anchor

Activities are Effective Anchors
If you can create activities that emphasize your key points, then your points will be memorable.
5. Create a Compelling Closing

Do Not End with the Q&A
5. Create a Compelling Closing

Do Not End with the Q&A

Do not end with the Question and Answer Session. You want the last impression you make to be the best one, so take the Questions first

www.CommunicationSkillsTips.com
5. Create a Compelling Closing

Do Not End with the Q&A

Do not end with the Question and Answer Session. You want the last impression you make to be the best one, so take the Questions first and then make your Final Conclusion.
5. Create a Compelling Closing

Do Not End with the Q&A

Simply tell your audience members, “I’ll take questions first, and then I’ll wrap up with my Final Conclusion. So, who has the first question?”
5. Create a Compelling Closing

Summarize Your Key Points
In your conclusion, **summarize your main points.** This is your opportunity to recall your key points and tie them together.
5. Create a Compelling Closing

Make a Clear Call to Action
5. Create a Compelling Closing

Make a Clear Call to Action

During your closing, make a clear call to action.

www.CommunicationSkillsTips.com
5. Create a Compelling Closing

Make a Clear Call to Action

During your closing, make a clear call to action. Let your audience know explicitly what you would like them to do after listening to your speech. Give them a clear next step to follow.
BONUS: How to Get Better

The Practice-Feedback Loop

www.CommunicationSkillsTips.com
The best way to improve at public speaking is to practice, practice, practice.

BONUS: How to Get Better

The Practice-Feedback Loop

www.CommunicationSkillsTips.com
BONUS: How to Get Better

The Practice-Feedback Loop

Get feedback about your performance.

www.CommunicationSkillsTips.com
BONUS: How to Get Better

The Practice-Feedback Loop

Keep practicing and getting feedback about your performance.

www.CommunicationSkillsTips.com
BONUS: How to Get Better

The Practice-Feedback Loop

Keep practicing and getting feedback about your performance.

The more you practice, the more confident and comfortable you’ll be on stage.

www.CommunicationSkillsTips.com
Click here to get the 2nd Edition of my highly popular 98-page e-book, “How to be a Great Speaker and Influence People”.

Wrap Up

Craft an Interesting Title

www.CommunicationSkillsTips.com
Wrap Up

Craft an Interesting Title

Begin with a Bang!
Wrap Up

Craft an Interesting Title

Begin with a Bang!

Limit Your Points

www.CommunicationSkillsTips.com
Wrap Up

Craft an Interesting Title
Begin with a Bang!
Limit Your Points
Anchor Your Points

www.CommunicationSkillsTips.com
Wrap Up

Craft an Interesting Title

Begin with a Bang!

Limit Your Points

Anchor Your Points

Create a Compelling Closing

www.CommunicationSkillsTips.com
Wrap Up

Craft an Interesting Title
Begin with a Bang!
Limit Your Points
Anchor Your Points
Create a Compelling Closing
Practice, Get Feedback, Improve

www.CommunicationSkillsTips.com
Click here to get the 2nd Edition of my highly popular 98-page e-book, “How to be a Great Speaker and Influence People”.