

PRESENTING WITH POWER

Delivering Presentations

.....

TOP EXPERTS SHARE THEIR SECRETS



[Download the Complete *Presenting with Power* eBook](#)

FOREWORD

At ClearSlide, our vision is to power valuable, genuine business conversations for our customers. We want to blend technology with natural human interactions so that sales professionals and customers can connect more seamlessly and have the best possible experience.

Most companies constantly seek ways to increase the productivity and impact of their sales team. Given the cost investment in people, if your company can increase its sales team's productivity and effectiveness by any meaningful percentage, that increase can have dramatic impact on your business. That's what ClearSlide does. ClearSlide is a sales engagement platform that accelerates revenue performance.

To make the best use of a service like ClearSlide, sellers need to know how to pitch with impact. This e book is about the softer skills—the art of presenting your content with confidence, conviction, and influence.

Regardless of whether you're in sales, we think you'll find the advice in this e book powerful and game changing in your every day life as you communicate and connect with others.



Al Lieb,
CEO of ClearSlide

Open clearslide. Close More Deals.

RING IN MORE SALES

ClearSlide is the **leading sales engagement platform** that transforms the way salespeople engage customers—on the phone, through email or in person, from any device.

MEET THE EXPERTS ON PRESENTATIONS: *DELIVERY*



**ALESSANDRA
CIMATTI**

“You get more attention and engagement from your audience when you use people’s first names.”



**ANASTASIA
PRYANIKOVA**

“Visuals make your story multisensory. Whenever you set the scene, think about the sights, sounds, smells, and textures they can evoke.”



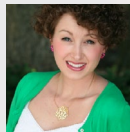
**ALEX
CEQUEA**

“I always try to get to know my audience beforehand. I’ll walk around, introduce myself, talk to them for a bit, and thank them for coming in.”



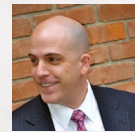
**ANGELA
DEFINIS**

“Fire is contagious and captivating. When your audience experiences your energy, they’ll naturally be engaged and eager to listen, and most important, they’ll act on your message.”



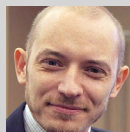
**ALEX
RISTER**

“Endicott says that presentations are a three-legged stool, and we must give equal merit and preparation time to our content, delivery, and visuals. If you put the time into making sure your presentation stool is balanced, your presentation will truly resonate.”



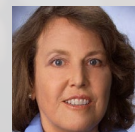
**ANTHONY
IANNARINO**

“Your audience wants to hear stories—namely, your story.”



**ALEXEI
KAPTEREV**

“A presentation should describe a problem-solving process—otherwise, why bother?”



**ARDATH
ALBEE**

“I decide what I want my audience to take away from my presentation upfront and focus on building a story around that.”

MEET THE EXPERTS ON PRESENTATIONS: *DELIVERY*



**BEN
DECKER**

“Commit to the details. Describe. Be involved with your story.”



**DAN
MCDADE**

“Don’t tell someone how to do something. Make them want to do it, and they will find 10 ways to do it that you would have never thought of.”



**CHARLES H.
GREEN**

“You go up to the center of the stage and stand there, stock still, not moving a muscle or saying a word, until the entire room hushes, wondering if you’ve gone catatonic. Wait one instant longer, then throw your arm out and say your line.”



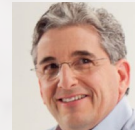
**DAN
WALDSCHMIDT**

“The first words of any presentation have to be the beginning of a suspenseful story.”



**COLLEEN
FRANCIS**

“Make sure that these stories are as specific—and as relevant to your customer’s situation—as possible.”



**DAVE
KURLAN**

“Always start with a quick story that the audience can relate to.”



**CONOR
NEILL**

“What do they need to know (logos), believe about me (ethos), and feel (pathos) to take this action?”



**DAVE
PARADI**

“If you don’t get the audience to see why your message is relevant to their life or situation, they will pull out their smartphone, tablet, or laptop and find something more interesting.”

MEET THE EXPERTS ON PRESENTATIONS: *DELIVERY*



**DAVE
STEIN**

“One of the cornerstones of an unforgettable live presentation is the ‘signature story’.”



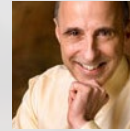
**GARR
REYNOLDS**

“In storytelling, the key is to make sure your message is about the audience, not about yourself. This may seem counter intuitive when you are telling your own story, when you are talking about your own life, but it’s actually not so hard.”



**DAVID
MEERMAN SCOTT**

“True professionals work the entire stage like a rock star.”



**GARY
GENARD**

“Frame your topic in terms of the audience’s need, and tell them where you’ll be going together.”



**DEBORAH
SHAMES
DAVID BOOTH**

“Presenting with a partner doubles your chances of succeeding. With solid execution, passing the baton appears seamless, as if the presenters have worked together for years.”



**JANICE
TOMICH**

“When we get to a place where we trust ourselves and speak from the heart, we then can connect.”



**ELLEN
FINKELSTEIN**

“Usually, I start by explaining—and showing—basic principles and some of the research behind them. Then, I provide examples.”



**JOEY
ASHER**

“Here’s a secret for great presenting. Consider what you’d like if you were in the audience, then give the audience that.”

MEET THE EXPERTS ON PRESENTATIONS: *DELIVERY*



**JOHN
ZIMMER**

“We each have our own personality and our own way of speaking. Some are flamboyant; some are professorial; some incorporate lots of humor; some are soft spoken. The list goes on. The important thing is not to try to be someone you’re not.”



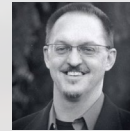
**PAUL J.
RADICH**

“Solve a problem. Tell a story. Use slide layouts that reinforce the main message of each slide.”



KEENAN

“A presentation is a product, and the audience’s attention is the currency.”



**TERRY
GAULT**

“Feedback is an adventure of discovery into yourself.”



**LISA B.
MARSHALL**

“Create natural breaks by asking the audience to join in.”



**TROY
CHOLLAR**

“Provide multiple presentation options should things go wrong—presentation file, your computer, and a PDF version.”



**MATT
HEINZ**

“Tell a story first.”



HOW TO GIVE A GREAT PRESENTATION (SERIOUSLY)

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MITCH JOEL

President of Twist Image

Mitch Joel is President of Twist Image – one of the largest independent Digital Marketing agencies in North America (although he prefers the title Media Hacker). Back in 2006 he was named one of the most influential authorities on blog marketing in the world. He has been called a marketing and communications visionary, interactive expert and community leader. He is also a blogger, podcaster, passionate entrepreneur and speaker who connects with people worldwide by sharing his marketing and innovation insights on the state of business.



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You're doing it wrong.

People hate it when someone says, “*you’re doing it wrong*,” but trust me... you’re doing it wrong when it comes to how you prepare for a public speech. I’m sure this will upset many people, but let’s walk through the typical scenario of how someone is asked to speak and what happens next:

- **Step 1:** someone gets asked to present on a specific topic.
- **Step 2:** the presenter agrees to present.
- **Step 3:** the presenter puts it in the back of their mind that they must prepare for this event, but because speaking in public is so nerve-wracking, they put it off for the last possible moment.
- **Step 4:** in the week leading up to the presentation, the speaker starts writing down notes and building a PowerPoint deck. It could be more severe than this. Sometimes they write up the speech that they are going to read to the audience (please don’t do this).
- **Step 5:** a day or two (but mostly likely, the night before), the speaker runs through the slides and (if they’re really keeners) will practice it formally in front of a mirror a few times.
- **Step 6:** they deliver their presentation to an unsuspecting crowd.

Sound familiar?



HOW TO GIVE A GREAT PRESENTATION (SERIOUSLY)



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This is, without question, the worst way to ever give a public presentation, and yet this is how the vast majority do it. Why? Because the first time that the speaker is ever going to give this presentation will be the most important time and - possibly - the last time as well. Ultimately, you are taking this material for a test drive when, in fact, that audience is the grand prix. When you are asked to present, the material should already have been road tested, tweaked and perfected (as much as possible). It sounds like a lot of work, doesn't it? Well, that's the point. Most presentations suck because the presenter didn't put in the work. Trust me, as much as you may like U2, you do not want to be there when they first try out a song together for the first time. It takes a lot of work to get that song to the point when it is ready for an album or live show.

This is how to really prepare for a public speech.

Setting the Stage for Success



Someone gets asked to present on a specific topic.

- ✓ Don't agree to speak unless you have enough time to prepare and test the content out live in front of a few real audiences (this can be a simple lunch and learn at your office, joining your local Toastmasters or asking some friends to endure it over some beer and pizza).
- ✓ Don't agree to the topic that is being requested. Let the people who are asking know that you will get back to them in 48 hours with some thoughts on what the topic should be.
- ✓ Spend the next day thinking about what you would like to present and how it will come together. Jot down some simple notes and top line thoughts on the subject.
- ✓ Get confirmation and finalize the speaking topic – to your satisfaction – with the event organizers.

MORE THOUGHTS ON SETTING THE STAGE FOR SUCCESS:

"The key—and it's my secret to ensuring an awesome presentation — is the passion I have for my topic."



ANDREA WALTZ

"When people understand that they have a problem, you have a receptive audience."



JOBY BLUME

"Your audience wants to hear stories—namely, your story."



ANTHONY IANNARINO

"Of the three key elements in any presentation—the audience, the content, and the presenter—the presenter is the least important."



JONATHAN FARRINGTON

"The goal is to make the adoption of your product or service as safe and easy as possible."



GUY KAWASAKI

"One of the first questions we should ask ourselves when preparing a high-stakes presentation is, 'Who should deliver it?'"



SIMS WYETH

Build a Plan to Ensure Success



Work backwards from the date of the event, and make sure to include every step.

Your plan needs to include:

- ✓ Time to prepare your content.
- ✓ Rehearsal time.
- ✓ Time to present and get feedback from colleagues.
- ✓ The event date.

“In most cases, the single biggest challenge in developing PowerPoint presentations is that there’s never enough time.”



MARSH MAKSTEIN



Your First Draft



Craft your outline and start building your presentation.

- ✓ Build an outline for your presentation. If you have never done this before, check out the work of [Nancy Duarte](#), [Nick Morgan](#) and [Garr Reynolds](#). All three of these presentation masters have tons of free content on how to structure a solid presentation.
- ✓ Build your presentation. Have no more than three areas of focus.

MORE THOUGHTS ON YOUR FIRST DRAFT:

“Visuals make your story multisensory. Whenever you set the scene, think about the sights, sounds, smells, and textures they can evoke.”



ANASTASIA PRYANIKOVA

“If you say something that gets an audience wondering or anticipating what’s coming next, their attentiveness and involvement will increase.”



MAX ATKINSON

“Details are exit ramps out of the conversation, so make sure all details are necessary.”



ANNE WARFIELD

“I decide what I want my audience to take away from my presentation upfront and focus on building a story around that.”



ARDATH ALBEE

“A presentation should describe a problem-solving process—otherwise, why bother?”



ALEXEI KAPTEREV

“If you don’t get the audience to see why your message is relevant to their life or situation, they will pull out their smartphone, tablet, or laptop and find something more interesting.”



DAVE PARADI

“Lead with an interesting point, question, or statement that has a good chance of catching the audience’s attention.”



LORI RICHARDSON

“No matter how rational we like to think we are, we take action based on deeper triggers, and then rationalize the decision afterward.”



GAVIN MCMAHON

Getting Feedback and Practicing



If you don't think that your presentation skills are up to snuff, please enlist some help. Again, Toastmasters is great, a local presentation skills coach or even a local stand-up comedian can best help you massage the content and build proper presentation skills. You will be amazed at what you can learn in just a couple of hours.

- ✓ Rehearse on your own.
- ✓ Rehearse in front of the smaller audiences.
- ✓ Ask them for candid feedback.
- ✓ Integrate the feedback that makes sense.
- ✓ Rehearse in front of another smaller audience.
- ✓ Ask them for candid feedback.
- ✓ Integrate the feedback that makes sense.
- ✓ Ask one of your presentation coaches for their feedback once you have integrated everything from all of your test-run speeches.
- ✓ Integrate your coach's feedback.
- ✓ Practice some more on your own, and watch speakers that you would consider to be great (YouTube is amazing for this). Think about what they're doing that wins you over. Try to integrate those lessons into your own presentations.
- ✓ Step away from the content for a few days.
- ✓ Step back in and keep practicing.

MORE THOUGHTS ON GETTING FEEDBACK AND PRACTICING:

"Consider replacing your single 20-minute presentation with four five-minute presentations, segued together."



SIMON RAYBOULD

"No information should be given without making the audience feel the need for it."



VIVEK SINGH

"Feedback is an adventure of discovery into yourself."



TERRY GAULT

Delivering Your Presentation



Present at the event... and knock 'em alive!

People are in the audience for two (main reasons):

1. To learn.
2. To be entertained while learning.

MORE THOUGHTS ON DELIVERING YOUR PRESENTATION:

“Create natural breaks by asking the audience to join in.”



LISA B. MARSHALL

“The secret to effective audience interaction is to believe that your audience will do what you ask.”



GAVIN MEIKLE

Laughter is contagious. If people sit too far apart, it doesn't “contage.”



VICKI HITZGES

“True professionals work the entire stage like a rock star.”



DAVID MEERMAN SCOTT

“I always try to get to know my audience beforehand. I'll walk around, introduce myself, talk to them for a bit, and thank them for coming in.”



ALEX CEQUEA

“Asking questions and responding to them is a great way to establish a closer connection with your audience.”



GARY GUWE

“Participation typically begets participation.”



MATT EVENTOFF

“The secret to making even a speech feel interactive is to wait. Let the audience have time to respond, even if they don't do it out loud.”



NICK MORGAN

“Fire is contagious and captivating. When your audience experiences your energy, they'll naturally be engaged and eager to listen, and most important, they'll act on your message.”



ANGELA DEFINIS

“You go up to the center of the stage and stand there, stock still, not moving a muscle or saying a word, until the entire room hushes, wondering if you've gone catatonic. Wait one instant longer, then throw your arm out and say your line.”



CHARLES H. GREEN

“We each have our own personality and our own way of speaking. Some are flamboyant; some are professorial; some incorporate lots of humor; some are soft spoken. The list goes on. The important thing is not to try to be someone you're not.”



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Twitter



Website

Sounds like a lot of hard work, doesn't it?

It is. Great public speakers make it look easy. While it feels like they're presenting the content for the very first time, most of them have practiced, nurtured, tweaked and road-tested their material. They look comfortable because they are comfortable and familiar with the content.

Sadly, most presenters are so unprepared that their only goal is to either get to the end of their slides in their allotted time or read their pre-written speech from the podium without wetting their pants. What most presenters fail to realize is that nobody cares about you getting to the end of your slides or if you survived reading a document in public.

No matter how serious the event is, people don't want to be sitting all day and be bored listening to people reading from slides or reading from their printed out Word document.

So, the next time you're asked to present, don't just say "yes", unless you're willing to commit the serious time, effort and energy to do it right.

Why? Because if you don't take it seriously, you're just perpetuating a world where all of us have to endure another slew of painful meetings and presentations.

Who wants that?

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MAKE IT PERSONAL AND REAL: USE PROPER NAMES



**ALESSANDRA
CIMATTI**
Marketing and
Presentation
Consultant / Trainer

Alessandra Cimatti helps companies with their marketing, presentations and social media by providing training, coaching, and consulting services. She has helped Autodesk with the delivery of marketing training to EMEA channel partners; VMware, Tellabs, and BASF with effective presentations; and Italian companies with training and consulting services. Before going freelance, she spent 25 years in international marketing and business development roles with IBM, USRobotics, and 3Com. She is based in Milan, Italy.



I have found that you get more attention and engagement from you audience when you use people's first names. When your presentation shows a case study or another example, do not be neutral and nonspecific when describing the situation. Don't say, "A secretary at a company we worked for was experiencing technical difficulties when her manager decided to..." Make it real: Use proper names. How about starting with, "Mary is an executive secretary at Pinco Corporation in Atlanta, Georgia. Last February, Susan, her manager, wanted her to . . ."

Use proper names for people, companies, products, locations, dates, and events. Even if the people in the audience do not know Mary, the effect of mentioning her name makes the explanation more realistic and concrete, and people will pay more attention.

The same tip applies when you are telling stories, even without slides. Use proper names, and the story will come to life. Think of children's stories. They are specific, full of names, not generic, and children pay attention and remember them all their lives.

"You get more attention and engagement from your audience when you use people's first names."

KEY LESSONS

- 1 **USE PEOPLE'S FIRST NAMES TO GET THE AUDIENCE'S ATTENTION.**
- 2 **USE PROPER NAMES WHEN YOU TELL STORIES.**

DODGING TOMATOES: GIVING CONVERSATIONAL TALKS



ALEX CEQUEA

Owner and Editor in Chief of iPhone Life Magazine

Alex Cequea is the editor in chief of *iPhone Life* and owner of Mango Life Media. Alex has presented to audiences small and large and placed in the top 200 speakers worldwide in the 2011 Toastmasters International Inspirational Speech Contest. In June 2013, he attempted to break the Guinness World Record for Longest Speech Marathon by giving back-to-back presentations for 37 hours straight. His work and projects have been featured on TIME.com, Discovery Tech, NBC, ABC, Univision, and CBS.



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always try to get to know my audience beforehand. I'll walk around, introduce myself, talk to them for a bit, and thank them for coming in. This small gesture turns scary strangers into new friends, and it helps me be more natural on stage. Sometimes, this pretalk activity can also help me increase engagement and turnout.

At one conference I spoke at last year, I was faced with a small turnout for the last presentation of the day. Out of about 75 available seats, maybe five or six people had sat down. To make matters worse, they were all sitting far away from each other. When you're presenting, there's nothing worse than seeing a sea of empty seats (except perhaps having to dodge tomatoes—but then you at least get a workout!). I walked around, got to know them, and kindly asked if they could sit close to the front, as the crowd was so small. I started to give a more conversational talk just for them, but when others saw that they were up close and engaged, new people joined. By the end, two-thirds of the seats were filled, and I got great testimonials!

“When you're presenting, there's nothing worse than seeing a sea of empty seats.”

KEY LESSONS

- 1 **GET TO KNOW YOUR AUDIENCE BEFOREHAND.**
- 2 **WHEN GIVING A TALK TO A SMALL GROUP, HAVE AUDIENCE MEMBERS SIT TOGETHER AT THE FRONT OF THE ROOM.**

KEEPING A BALANCED STOOL



ALEX RISTER

Instructor and Chair
of Public Speaking

Alex Rister is an eternal student dedicated to teaching and learning. Since 2007, Alex has worked with on-campus and online students in written, verbal, and visual communication. She is on staff in the English Department at Full Sail University and is chair of Public Speaking, where she leads a team of instructors and manages curriculum development. In her spare time, Alex enjoys volunteering with the Junior League of Greater Orlando as well as reading, writing, and running.



Website



Blog



One important secret from Jim Endicott ensures that a speaker will deliver a strong presentation. Endicott says that presentations are a three-legged stool, and we must give equal merit and preparation time to our content, delivery, and visuals. I read the “presentation stool” metaphor for the first time in *slide:ology* by Nancy Duarte, and it changed both my presentations and the presentations that my students deliver.

My students, like most presenters, are naturally talented in one or more legs of the presentation stool. For example, some students have charisma that leads to great speech delivery. However, if those presenters rely on their delivery alone, they don’t tend to the other two equally important legs of the presentation stool, and their speeches wobble. Even when presenters possess natural talent in one area, they should prepare and practice all three legs to have a strong, effective presentation.

First, put a lot of effort into crafting your message. Research, analyze your audience, organize and reorganize your points, and incorporate storytelling. Next, design visually driven slides to support your content. Third, practice and rehearse until your delivery comes naturally. On speech day, if you put the time into making sure your presentation stool is balanced, your presentation will truly resonate.

“If you put the time into making sure your presentation stool is balanced, your presentation will truly resonate.”

KEY LESSONS

- 1 **GIVE EQUAL MERIT TO PREPARATION, DELIVERY, AND VISUALS.**
- 2 **PUT EFFORT INTO CRAFTING YOUR MESSAGE.**
- 3 **DESIGN VISUALLY DRIVEN SLIDES TO SUPPORT THE CONTENT.**

THERE ARE NO SECRETS: SPEAKING WITH COMMON SENSE



**ALEXEI
KAPTEREV**

CEO / Founder

Alexei Kapterev is one of the world's leading experts on presentations. Having many years of experience with international and Russian consulting firms, he decided to focus exclusively on presentations in 2007. The same year, he published a presentation called *Death by PowerPoint*, which saw more than 1 million views, all with no advertising or promotion. In 2011, his book *Presentation Secrets* was published by Wiley.



Twitter



Website

I was invited to “share an amazing secret about how to capture the imagination and engage your audience.” Let me share that secret—perhaps the most important secret in the whole presentation business: *There are no secrets*. There are tweaks, shortcuts, hacks, and knowledge about what button you push in PowerPoint to reformat a graph, but there are no secrets.

This is probably quite strange coming from the author of the book *Presentation Secrets*, but this in fact is the most profound discovery I made while writing the book. There's nothing in the book that is a secret to anybody. Everything there could be deduced by any sensible person who chooses to sit down and think about presentations for any period of time. It's mostly common sense. The problem with most business and academic presentations is that they make little sense. This in part has to do with the overly complex subject matter, but it also happens because people too often rely on “presentation secrets” without trying to understand whether they apply to their situation.

There are no secrets with regard to capturing the audience's attention. The golden rule here is obvious: A presentation should describe a problem-solving process—otherwise, why bother? Describe an interesting problem—preferably with a solution, too. Watching somebody solve an interesting problem is itself interesting, and people will follow that, especially if the solution is nontrivial. Frankly, I don't think you need to capture anyone's imagination. Capture your own imagination. Solve interesting problems in interesting ways. Be creative in life, then describe it in your presentations.

“A presentation should describe a problem-solving process—otherwise, why bother?”

KEY LESSONS

- 1 **GIVING PRESENTATIONS IS A MATTER OF COMMON SENSE.**
- 2 **PRESENTATIONS SHOULD DESCRIBE A PROBLEM-SOLVING PROCESS.**
- 3 **SOLVE PROBLEMS IN INTERESTING WAYS, THEN DESCRIBE THE PROCESS YOU USED.**

ANIMATING YOUR AUDIENCE WITH VISUALS



**ANASTASIA
PRYANIKOVA**

Founder / Member

Anastasia Pryanikova, M.A., J.D., is the founder of E-Studio, LLC, a coaching, training, and consulting company that translates neuroscience insights into tools and solutions for communication, conflict management, public speaking, presenting, and transmedia storytelling. She is a Certified World Class Speaking Coach and a cofounder of the Bookphoria platform, which enables authors, experts, and speakers to convert their books and expert content into online courses and multimedia products to grow their business.



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Website



Blog

Technology offers speakers and presenters an opportunity to make their stories come alive and thrive in multimedia. Break down your story into elements, and map them to several virtual platforms to magnify your message. For example, I like to use Instagram for visual storytelling because it allows me to capture the exclusive, “behind-the-scenes” elements of my stories.

I recently had the honor of meeting Brian Tracy, the legend of personal and professional development, when I appeared as a guest on *The Brian Tracy Show*. The photos from the event are part of my story. Visuals make your story multisensory. Whenever you set the scene, think about the sights, sounds, smells, and textures they can evoke. To add fun and variety, you can develop an animation or cartoon to introduce your story.

I also like to co-create content with my virtual audience. I may ask questions and collect opinions in advance and use the audience’s comments in my upcoming presentations in the form of an infographic, for example. Express your main ideas in catchy phrases under 140 characters that are easy to share on social media. As they are shared, they will build your brand as a reflection of your values, core messages, and perceptions.

“Break down your story into elements, and map them to several virtual platforms to magnify your message.”

KEY LESSONS

- 1 MAP THE ELEMENTS OF YOUR STORY TO VIRTUAL PLATFORMS.**
- 2 VISUALS MAKE YOUR STORY MULTISENSORY.**
- 3 EXPRESS YOUR MAIN IDEAS IN CATCHY PHRASES UNDER 140 CHARACTERS.**

BUILDING A FIRE: USING YOUR ENERGY TO CAPTIVATE YOUR AUDIENCE



**ANGELA
DEFINIS**
CEO

Angela DeFinis is the president of DeFinis Communications, a presentation skills training company that offers a core curriculum of professional public speaking programs and services to companies in all industries. Specializing in group training and executive speech coaching, the firm helps business leaders find solutions to their communication challenges so they can successfully compete in a demanding marketplace.



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You know how some speakers just radiate confidence and captivate an entire audience? Have you ever been drawn in by that kind of performance or given one yourself? That's engagement. As an executive speech coach and owner of a presentation skills company, I tell my clients that the most engaging presentations are more than just intellectual aerobics. They enlist the audience at a gut level—physically, mentally, and emotionally. That's how ideas and knowledge are transferred and used by others.

At DeFinis Communications, we use the powerful metaphor of fire to illustrate how to “Create Performance Combustion” so speakers at all levels can light a fire in the belly of any audience. But to do this successfully you must first have that fire burning in your own belly. What's the secret? Energy. You must be able to generate, build, and sustain energy in every aspect of your delivery—physically, vocally, and verbally. And you must know how to convey that energy to your audience.

Fire is contagious and captivating. When your audience experiences your energy, they'll naturally be engaged and eager to listen, and most important, they'll act on your message. If you want your audience to be involved and alive, then you must use your performance energy to ignite a connection with them. That's the secret to real engagement.

“The most engaging presentations are more than just intellectual aerobics. They enlist the audience at a gut level.”

KEY LESSONS

- 1 ENGAGING PRESENTATIONS ENLIST THE AUDIENCE AT A GUT LEVEL.**
- 2 YOU MUST BE ABLE TO GENERATE, BUILD, AND SUSTAIN ENERGY IN EVERY ASPECT OF YOUR DELIVERY.**

BE BRAVE, GET REAL



ANTHONY IANNARINO

Entrepreneur,
Speaker, Author,
and Coach

An author, international speaker, and entrepreneur, Anthony Iannarino is the managing director of B2B Sales Coach & Consultancy and the president and chief sales officer of Solutions Staffing. He also teaches Professional Selling, Persuasive Marketing, and Social Media Marketing at Capital University's School of Management and Leadership. Anthony was named one of the 50 most influential people in sales by *Top Sales World*. He writes daily at *The Sales Blog*.



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Do you want to give your audience an entertaining and compelling presentation? Do you want them hanging on to the edge of their seats in anticipation of what comes next? Then, you are going to have to be brave, and you are going to have to get real.

Your audience wants to hear stories—namely, your story. They want to know how you discovered the insight that you are going to share with them. They want to know about the mistakes you made and how you recovered from those mistakes. They want to know that what you are sharing is possible for them, that they can do what you are going to ask them to do at the end of your presentation. They need to see the arc.

Most people don't believe that their story is compelling enough or interesting enough to share. But in fact, it is the most interesting story they can tell. To do this, you are going to have to be vulnerable. You are going to have to share more than you are presently comfortable sharing. And being vulnerable is the ultimate act of bravery.

Be brave. Get real. Share your story. We're waiting.

“Your audience wants to hear stories—namely, your story.”

KEY LESSONS

- 1 **YOUR AUDIENCE WANTS TO HEAR YOUR STORY, HOW YOU DISCOVERED YOUR INSIGHTS.**
- 2 **SOMEONE'S STORY IS THE MOST INTERESTING THING THEY CAN TELL.**
- 3 **TO BE REAL, YOU MUST BE VULNERABLE.**

KEEPING YOUR AUDIENCE'S INTEREST IN THE FACE OF TECHNOLOGY



**ARDATH
ALBEE**

B2B Content
Marketing Strategist

Ardath Albee works with B2B companies that have complex sales to help them create e-marketing strategies that use contagious content platforms to turn prospects into buyers. She wrote the book *eMarketing Strategies for the Complex Sale*, published by McGraw-Hill, and has been one of the Top 50 Influencers in Sales and Lead Management for the past three years.



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In an age of multitasking and always being connected, capturing the attention of your audience definitely means you can't be boring. One of the things I worry about is that people will lose interest and leave during my presentations—whether online or off. So, there are a few things I focus on specifically to help counteract the urge for my audience to divide their attention between me and their smartphones, e-mail, or social media streams:

- I jump right into the reason they're there. If they want to know about me, they can Google me.
- I spend a lot of time looking for just the right graphics that set context but maybe not in the most obvious of ways.
- I search for words that allow me to use minimal text.
- I decide what I want my audience to take away from my presentation upfront and focus on building a story around that.

One of the biggest lessons for me was when I was presenting a Webinar last summer and the slide technology malfunctioned. I did the entire Webinar without slides, describing what the audience would see as I went. It was one of the most fulfilling sessions I've ever presented.

"In an age of multitasking and always being connected, capturing the attention of your audience definitely means you can't be boring."

KEY LESSONS

- 1 BEGIN THE PRESENTATION WITH THE REASON THE AUDIENCE IS THERE.**
- 2 SEARCH FOR WORDS THAT ALLOW YOU TO USE MINIMAL TEXT.**
- 3 DECIDE IN ADVANCE WHAT YOU WANT YOUR AUDIENCE TO TAKE AWAY FROM THE PRESENTATION.**

THE DEAL IS IN THE DETAILS



BEN DECKER
CEO

The leading business communications expert, Ben Decker bridges the gap between executive leaders and their teams. As CEO of Decker Communications, Ben has worked with hundreds of leaders in Fortune 500 companies to strategize and implement communications solutions that are practical, direct, and attainable. He also coaches C-level executives from major organizations, including Charles Schwab, McKesson, Cisco, Bacardi, and Kaiser Permanente as well as start-ups and portfolio companies seeking to raise capital.



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Just last week, I heard, “Someone in my family was dealing with a health issue. I helped her, and she got better.” It’s vague, cloudy. Nothing stands out.

This bland summary happens all too often. I call it whitewashing, or glossing over the details. Instead, commit to the details. Describe. Be involved with your story. What was the day? The symptoms? The pain? Specifically, what did you do? What else was happening at the same time? What were the specific obstacles? How did the other person feel?

Use the details to help your listener get it.

The difference is subtle but important. Adding those concrete details makes the story real to your listener. When the story feels real, it grows in credibility.

What should you include?

- **Human-scale details.** Relate a cost to the price of a gallon of gas or a trip to Disneyland.
- **Brand names.** “Her Tesla” packs way more punch than “her car.”
- **Actual names of meetings or initiatives.** Use “Global Technology Initiative” rather than “the project we’re working on.”

By no means is that an exhaustive list. Think back to a recent story you heard. What stuck in your head?

“Commit to the details. Describe. Be involved with your story.”

KEY LESSONS

- 1 **PROVIDE HUMAN-SCALE DETAILS.**
- 2 **USE BRAND NAMES.**
- 3 **USE ACTUAL NAMES OF MEETINGS OR INITIATIVES.**

MAKING A FIRST IMPRESSION ON YOUR AUDIENCE



CHARLES H. GREEN

CEO / Founder

Charles H. Green is an author, speaker, and consultant on the subject of trust in business relationships. He co-wrote the classic *The Trusted Advisor* as well as *Trust-based Selling* and the *Trusted Advisor Fieldbook*. Charlie founded Trusted Advisor Associates and works with the globe's leading professional services firms and financial services and sales organizations. A Harvard MBA, Charlie drove a taxi in New York while majoring in philosophy in college at Columbia.



The great speaking coach Patricia Fripp gave me a wonderful gift. She helped me select an opening story from my own experience, and we scripted a beginning to it: “There I was, a newly promoted manager in a consulting firm in Boston . . .” We then turned to other matters.

Toward the end of my session, I said, “Now, help me with the very first words I should say.”

“We’ve already done that: ‘There I was, a newly promoted manager . . .’” she said.

“No,” I replied. “I mean, when the guy says my name and I walk on stage—what are the very first words I should utter?”

She glared at me: “Read my lips,” she said. “There I was, a newly promoted manager . . .”

“You’re kidding,” I said, “really?”

“Listen. You go up to the center of the stage and stand there, stock still, not moving a muscle or saying a word, until the entire room hushes, wondering if you’ve gone catatonic. Wait one instant longer, then throw your arm out and say your line.”

I couldn’t imagine behaving so dramatically, but I tried it the next week. I stood stock still. The room quieted; and as I threw my arm out, I immediately knew she was right.

It worked that night and has worked for me for more than a decade now.

KEY LESSONS

- 1 **SCRIPT YOUR OPENING WORDS.**
- 2 **USE A DRAMATIC OPENING TO GET YOUR AUDIENCE’S ATTENTION.**

“You go up to the center of the stage and stand there, stock still, not moving a muscle or saying a word, until the entire room hushes, wondering if you’ve gone catatonic. Wait one instant longer, then throw your arm out and say your line.”

MAKING YOUR STORIES RELEVANT



COLLEEN FRANCIS

Founder and President

Colleen Francis is driven by a passion for sales—and results. A successful sales leader for more than 20 years, she understands the challenges of selling in today's market. Clients who work with Colleen note her frank, no-nonsense approach to solving problems and addressing opportunities. Colleen is a Certified Sales Professional and an inductee into the Speaking Hall of Fame. *Sales and Marketing Management Magazine* has called Colleen and Engage Selling: One of the top 5 most effective sales training organizations in the market today.



One of the mistakes I see sales professionals make is fabricating or exaggerating references or examples of how their products are being used in the field. Earlier this year, I witnessed a sales presentation where the rep told a story that was supposed to be an example of how well his product works. The only problem was, his story was so outlandish and so obviously fake that everyone lost interest as he kept going on and on. An informal poll after the session showed that not one of the 12 buyers who were at the table believed the story. As a result, that rep's credibility was irreversibly damaged in their eyes.

Do use real life examples, quotes, stories, and testimonials. They're critical to making your story come alive and persuading people to buy your products or services. Just make sure that these stories are as specific—and as relevant to your customer's situation—as possible.

After all, no matter how much you love that favorite anecdote about what happened at last year's BBQ at your Uncle Fred's house, unless it involves your customers' problems or challenges or your solution for them, a business presentation probably isn't the best place to tell it.

“Make sure that these stories are as specific—and as relevant to your customer's situation—as possible.”

KEY LESSONS

- 1 **DON'T EXAGGERATE REFERENCE OR EXAMPLES OF HOW YOUR PRODUCT IS USED IN THE FIELD.**
- 2 **USE REAL-LIFE EXAMPLES, QUOTES, STORIES, AND TESTIMONIALS THAT ARE SPECIFIC TO THE SITUATION.**

X MARKS THE SPOT: GETTING THE AUDIENCE TO TAKE ACTION



CONOR NEILL
Professor

Conor Neill runs Persuasive Communications seminars at IESE Business School, one of the world's top MBA schools. Conor has trained more than 10,000 C-level executives, doctors, MBAs, entrepreneurs, politicians, and directors. He is founder of four companies and a past area director, West Europe, for Entrepreneurs' Organization. He runs a popular blog at <http://www.conorneill.com>.



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The most important question I ask myself before preparing any presentation is what I call point X. Point X is the statement, "When I have finished speaking, my audience will . . .," finished with a specific, tangible, and realistic action.

For example, when I give a speech to entrepreneurs, my point X is often, "When I have finished speaking, my audience will switch on their Webcam and practice their pitch."

Point X forces me to see the presentation from their point of view: What do they need to know (logos), believe about me (ethos), and feel (pathos) to take this action? Most communication fails here. If I as a speaker am not clear on what I want, there is zero chance the audience will be clear.

What's your point X?

"If I as a speaker am not clear on what I want, there is zero chance the audience will be clear."

KEY LESSONS

- 1 AS YOURSELF WHAT ACTION THE AUDIENCE WILL TAKE AFTER THE TALK IS OVER.**
- 2 SEE THE PRESENTATION FROM THE AUDIENCE'S POINT OF VIEW.**

SHORT-CIRCUITING YOUR RETICULAR ACTIVATOR



DAN MCDADE
President & CEO

Dan McDade founded PointClear in 1997 to help B2B companies with complex sales processes drive more revenue through effective prospect development. His vision and innovative strategies have assured 100 percent of leads delivered to PointClear clients are sales qualified. The Sales Lead Management Association named Dan to the inaugural SLMA College of Fellows in 2013, and has been one of the 50 Most Influential People in sales lead management for five consecutive years.



You function by—and are limited by—your reticular activator.

The *reticular activator* is a part of the brain that never sleeps. On the plus side, it is what causes you to wake up when you hear a strange noise at night. On the minus side, your reticular activator causes you to notice the things you always notice and ignore the things you have always ignored. The reticular activator is what allows you to concentrate on the conversation at your table when you are in a busy, noisy restaurant. Without the reticular activator, you would hear everything going on in the room and be unable to concentrate on any one thing.

Understanding this concept, content providers need to short-circuit their audiences' reticular activators before asking them to embrace new concepts. How? By establishing a mutual goal. Sell the goal, and the reticular activator will allow the individual to focus on it and accomplish it. A guy I worked for years ago used to say, "Don't tell someone how to do something, make them want to do it, and they will find 10 ways to do it that you would have never thought of."

"Don't tell someone how to do something, make them want to do it, and they will find 10 ways to do it that you would have never thought of."

KEY LESSONS

- 1 ESTABLISH A MUTUAL GOAL.**
- 2 SELL THE GOAL, AND THE RETICULAR ACTIVATOR WILL ALLOW THE INDIVIDUAL TO FOCUS ON IT AND ACCOMPLISH IT.**

THE STORY MATTERS



DAN WALDSCHMIDT

Managing Partner

Dan Waldschmidt is a business strategist, speaker, author, and extreme athlete. His consulting firm solves marketing and business strategy problems for companies all over the world. Dow Jones calls his Edgy Conversations blog one of the top sales sites on the Internet. He's been profiled in *Business Week*, *Inc. Magazine*, and the BBC; has been a guest on many radio programs; and is the author of the upcoming *Edgy Conversations: How Ordinary People Achieve Outrageous Success*.



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The first words of any presentation have to be the beginning of a suspenseful story. Like a movie trailer that draws in the viewer from the first few seconds, your presentation needs to create enough intrigue that the audience is waiting eagerly to know how the story will end.

When I was offered the opportunity to speak in front of thousands of donors for their annual fundraising retreat, I wondered what I could say to these generous people that they did not already know.

So, instead of walking through bullet points on a rather ordinary PowerPoint presentation, I told the story of Hazel Miner, a young student at a rural, one-room North Dakota school who died while protecting her 10-year-old brother, Emmet, and 8-year-old sister, Myrdith, during a spring blizzard in 1920.

When I was finished, I noticed through the lights shining back at the stage that many in the audience were wiping away tears. The gripping lessons of a young lady who “gave all she had” were a better presentation than anything else I could have shared.

The story matters. Tell one.

“The first words of any presentation have to be the beginning of a suspenseful story.”

KEY LESSONS

- 1 TELL A GRIPPING STORY.**
- 2 MAKE THE FIRST WORDS OF YOUR PRESENTATION SUSPENSEFUL.**

CATCHING THEM WITH A STORY



DAVE KURLAN
CEO

Dave Kurlan is a top-rated speaker, best-selling author, radio show host, successful entrepreneur, and sales development industry pioneer. He is the founder and CEO of Objective Management Group, Inc., the leader in sales candidate assessments and sales force evaluations, and CEO of Kurlan & Associates, Inc., an international consulting firm specializing in sales force development. He has been named three times to the Inc. 5000. His popular blog, *Understanding the Sales Force*, won Top Sales & Marketing Blog for 2011–2013.



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always start with a quick story that the audience can relate to. In a recent talk, one guy walked up to me as I was being introduced and told me, “Don’t suck.”

When I arrived on the stage, I immediately wove that incident into a story about worst introductions ever, and the audience roared in appreciation. For the next 45 minutes, each time that guy smiled or nodded in approval, I checked in with him and asked if I sucked yet. It kept the audience even more engaged than usual.

“Always start with a quick story that the audience can relate to.”

KEY LESSONS

- 1 START YOUR PRESENTATION WITH A STORY THAT THE AUDIENCE CAN RELATE TO.**
- 2 USE HUMOR TO KEEP YOUR AUDIENCE ENGAGED.**

HOOKING YOUR AUDIENCE



DAVE PARADI

Presentation
Expert, Author,
Speaker

The author of many books on effective PowerPoint presentations, Dave Paradi consults on high-stakes presentations, including one used to brief one of President Obama's cabinet secretaries. Dave is one of only 12 people in North America to be recognized with the Microsoft PowerPoint Most Valuable Professional Award for his contributions to the PowerPoint presentation community. Attendees to his workshops say that they will never be able to look at another PowerPoint presentation the same way again.



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teach that you should never start your presentation with “credits.” The analogy is to a TV show. At the top of the hour, the show does not start with a list of all the actors, producers, and so on. Rather, it starts with a scene that gets you involved in the story. The show needs to get you engaged right away, because you can easily change the channel to something more interesting.

When we present, we should not start with a list of all the staff who worked on the analysis, their effort, and how proud we are—the “credits” for the presentation. Start with why the information you are presenting matters to this audience. If you don't get the audience to see why your message is relevant to their life or situation, they will pull out their smartphone, tablet, or laptop and find something more interesting—the equivalent of using the remote to change the channel when watching TV.

When I start a workshop, I show examples of slide makeovers from the presentations the group has submitted. The audience immediately sees how the ideas I will be sharing apply to the type of presentations they create, and they are eager to pay attention for the day.

“If you don't get the audience to see why your message is relevant to their life or situation, they will pull out their smartphone, tablet, or laptop and find something more interesting.”

KEY LESSONS

- 1 **DON'T START YOUR PRESENTATION WITH THE “CREDITS.”**
- 2 **START WITH WHY THE INFORMATION YOU'RE PRESENTING MATTERS.**

NAILING IT: STAYING MEMORABLE TO YOUR AUDIENCE



DAVE STEIN

Competitive Sales
Strategist, Columnist,
Author, Angel Investor

Dave Stein is recognized as the world's leading expert in sales training. After a successful career in sales, management, international operations, marketing, coaching, consulting, and training, Dave founded ES Research Group, Inc., in 2005. Dave now focuses his time on helping smaller companies build effective sales capabilities and helping larger companies win big, competitive sales opportunities.



One of the cornerstones of an unforgettable live presentation is the “signature story.” When designing a presentation, I typically select one of the four I’ve developed over the years to imprint a message that I want my audience to remember forever. With the help of a coach, I wrote these accounts of real events that drive my point, entertain my audience, and enable them to see me as a human being and not just an expert. It makes me that much more believable.

The story about seeking common ground with a senior executive from NEC at a restaurant in Tokyo engages my audience like nothing else can.

When I recount losing electrical power in an airplane I was piloting during a moonless night over Boston, the audience gasps as I reveal what my potentially life-saving backup plan was. A black slide is the backdrop for this one.

I’ve delivered these stories hundreds of times. I’ve rehearsed every word, expression, and movement until I was able to deliver it perfectly.

When people come up to me in airports telling me that they retold my story to family and friends, I thank them and ask, “But do you remember the rest of the content of the presentation?” Amazing how they nail it every time.

“One of the cornerstones of an unforgettable live presentation is the “signature story.”

KEY LESSONS

- 1 **IMPRINT A MESSAGE ON YOUR AUDIENCE WITH A SIGNATURE STORY.**
- 2 **A SIGNATURE STORY MAKES YOU MORE HUMAN TO YOUR AUDIENCE.**

MOVE LIKE A ROCK STAR



DAVID MEERMAN SCOTT

Marketing and Sales Strategist

David Meerman Scott is a leader at showing businesses how to tap the tremendous opportunities of today's communications revolution to stand out, get noticed, spread ideas, win hearts and minds, drive sales, and grow business. His groundbreaking strategies don't just slap social media onto dusty old strategies, they reinvent the way business engages the marketplace.



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ost public speakers either stand in front of the podium or, if they venture out, just hang out near the center of the stage. Some go back and forth to the corners like a metronome. True professionals work the entire stage like a rock star.

I model my live presentations on the stage performances of the masters. Starting as a teenager, I've seen 554 live shows (nerd that I am, I keep a spreadsheet). In my talks, I apply lessons learned from Mick Jagger, Bob Marley, Joey Ramone, Frank Zappa, Madonna, David Byrne, Michael Jackson, Pink, Perry Farrell, and Matt Berninger.

In summer 2013, I went to two Rolling Stones shows in Boston, a "field trip" to catch Sir Mick working the stage. Jagger knows exactly where he is at every moment. There is not a wasted gesture, move, or step. He knows where the other Stones are, where the spotlight is, and most of all what the audience is doing. He's probably the most self-aware performer I've ever witnessed. I want that, too!

"True professionals work the entire stage like a rock star."

KEY LESSONS

- 1 USE THE ENTIRE STAGE WHEN YOU PRESENT.**
- 2 BE AWARE OF SUCH ELEMENTS AS WHERE THE SPOTLIGHT IS AND WHAT THE AUDIENCE IS DOING.**

TEAM PRESENTING: LIGHTNING IN A BOTTLE



DEBORAH SHAMES AND DAVID BOOTH

Co-founders

Deborah Shames and David Booth are co-founders of Eloqui, a business communication and presentation training firm based in southern California. They are field trained as directors and have translated performance techniques from the entertainment industry for business professionals. Their book, *Own the Room: Business Presentations that Persuade, Engage and Get Results*, was published by McGraw-Hill in September 2009 and has become a business bestseller. It is in its third printing.



Website

When companies make it to final pitches or beauty contests, they are fairly evenly matched. What sets them apart is not the size of the company, name recognition, or resume but successful hand-offs. The same is true when two individual speakers want to better connect with an audience.

Presenting with a partner doubles your chances of succeeding. With solid execution, passing the baton appears seamless, as if the presenters have worked together for years. It demonstrates how well you function as a team, your unique process, and solid ethos. And from the speakers' point of view, handing off allows one to relax, collect his or her thoughts, and gather energy for a new attack.

Eloqui employs hand-off techniques from repertory ensembles, where this performance skill is essential to captivating audiences. Tips include:

- **Roles.** Divide the content. Have one of you handle the big picture, the other detail, or the nuts and bolts.
- **Cue pick-up.** When you complete a sentence, use a downward inflection and pause to signal your partner to speak.
- **Second chair.** As the listener, face your partner so that the audience does, as well.
- **Inclusion.** While speaking, include your partner in your eye-line, but conclude statements by looking at the audience. Only when you hear your partner speak do you then turn to them.
- **Body positions.** Stand or sit on the same plane as your partner, about an arm's length apart to exhibit warmth and respect.

“Presenting with a partner doubles your chances of succeeding.”

KEY LESSONS

- 1 **SUCCESSFUL HAND-OFFS SET COMPANIES APART FROM ONE ANOTHER.**
- 2 **PRESENT WITH A PARTNER TO DOUBLE YOUR CHANCE OF SUCCEEDING.**
- 3 **DIVIDE THE CONTENT INTO ROLES, WITH ONE SPEAKER HANDLING THE BIG PICTURE AND THE OTHER HANDLING THE DETAILS.**

BEFORE AND AFTER: MAKING SURE YOUR AUDIENCE GETS IT



ELLEN FINKELSTEIN
Owner

Ellen Finkelstein is an expert trainer on using PowerPoint and presentation skills to communicate clearly and powerfully. One of only 11 PowerPoint MVPs in the United States, her well-known Web site (www.ellenfinkelstein.com) offers hundreds of PowerPoint tips, and she specializes in training individuals and teams to convert Death by PowerPoint to Life by PowerPoint. Ellen is the author of *PowerPoint 2013 Essentials*, *PowerPoint for Teachers: Dynamic Presentations* and *Interactive Classroom Projects*, and *How to Do Everything with PowerPoint 2007*.



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I do a lot of presentation training. Usually, I start by explaining—and showing—basic principles and some of the research behind them. Then, I provide examples. But there's one thing I do that also engages and delights the audience: I invite them to submit presentations to me in advance for a makeover. I do this when I train within an organization and also when I do training that is open to the public.

In the section of my presentation where I provide examples, I display the before and after slides. As I do so, I explain how the after slides use the principles that I have explained. These makeovers work as practical examples of what I have taught. I usually ask the people who submitted slides to make a comment about what they were trying to say and note whether the makeover is an improvement for them. (They always say yes!) The result is that the audience sees real-world examples that are relevant to them. After the presentation, I send the people who submitted slides the makeovers that I did for them. They seem to love it. The comments I get often mention how helpful the makeovers were.

“I invite attendees to submit presentations to me in advance for a makeover.”

KEY LESSONS

- 1 USE REAL-WORLD EXAMPLES OF WHAT YOU'RE TALKING ABOUT TO DRIVE YOUR POINTS HOME.**
- 2 EXPLAIN HOW THE EXAMPLES YOU OFFER SUPPORT WHAT YOU'RE SAYING.**

SHARE YOUR OWN STORY TO MAKE A DIFFERENCE



GARR REYNOLDS

Communications
Consultant and
Author

Garr Reynolds is an acclaimed consultant and the best-selling author of *Presentation Zen* and the *Naked Presenter*. Garr's approach to communication uses principles from the Zen arts to reveal simple, concrete tips for communicating better. A sought-after speaker and consultant as well as an award-winning designer, writer, and musician, he is currently professor of Management and Design at Kansai Gaidai University. Garr is a former corporate trainer for Sumitomo Electric Industries in Osaka, Japan, and manager for Worldwide User Group Relations at Apple in California.



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Two wonderful examples of telling your own story on stage came from the TEDxKyoto 2013 event, which I attended. In storytelling, the key is to make sure that your message is about the audience, not about yourself. This may seem counterintuitive when you're telling your own story, talking about your own life, but it's actually not so difficult. Of course, when I say, "about your audience," I really mean for your audience. Even when you are sharing aspects of your own life, it's in the spirit of contribution. The best presentations are always about contribution. The important thing is to choose a theme from your own life that is clearly relevant for the audience. Whether your aim is to inform, inspire, persuade, or a mix of all of these, your theme should be something that people can relate to, something they can take away with them and ponder.

In both cases, the presenters told you what happened in their past to bring them to where they are today, but those details, however interesting they may be, were not the key theme. The particulars of the events were not the main point to take away. For example, Patrick Linehan's point really had nothing to do with being a gay man. Similarly, Megumi Nishikura's message was not only for those in biracial or bicultural families. The themes of both presenters were really for anyone who had struggled with feeling "different" or feeling alienated and alone (which would include just about everyone at some point). The theme of embracing one's own difference—and the resilience needed to do so—is a message for almost everyone. These themes clearly resonated with the largely Japanese audience in Kyoto: I hope they resonate with you, as well.

"Even when you are sharing aspects of your own life, it's in the spirit of contribution. The best presentations are always about contribution."

KEY LESSONS

- 1 MAKE SURE THAT YOUR MESSAGE IS ABOUT THE AUDIENCE, NOT ABOUT YOURSELF.**
- 2 CHOOSE A THEME FROM YOUR OWN LIFE THAT YOU THINK WILL RESONATE WITH YOUR AUDIENCE.**

WINNING FRIENDS AND INFLUENCING PEOPLE: PRESENTATIONS THAT COUNT



**GARY GENARD,
PH.D.**
President

Dr. Gary Genard is founder and president of Boston-based The Genard Method of performance-based public speaking training. A professional actor, Dr. Genard has more than 35 years of experience as a speech and communications expert. Through his unique training system, he provides worldwide coaching and skills development in executive presence, leadership, and presentation skills. He is the author of *How to Give a Speech* (2007) and *Fearless Speaking: Beat Your Anxiety, Build Your Confidence, Change Your Life* (2014).



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elf-improvement guru Dale Carnegie once gave this famous advice about public speaking: “Tell the audience what you’re going to say, say it; then tell them what you’ve said.” Do his words hold up today?

“Tell the audience what you’re going to say.” Many people think Carnegie meant, “Say something to your audience three times.” Yet, Carnegie was too astute an observer of human behavior to make that mistake.

Instead, “Tell the audience what you’re going to say” is essential wisdom if it means, “Frame your topic in terms of the audience’s need, and tell them where you’ll be going together.” Do that, and you give listeners the big picture and let them feel they’re in good hands.

“Say it.” Now, tell your story. Use examples, comparisons, case studies, and human interest to illustrate your points. This is your topic as you’ve framed it in your introduction. This portion of your talk is as easy as that.

“Tell them what you’ve said.” When it’s time to wrap up, you need to say something that will resonate in listeners’ minds, so your message continues to inform their thoughts and behavior. Remind them of your core message in a way that’s vivid and memorable. Do that, and you may just win friends and influence people.

“Frame your topic in terms of the audience’s need, and tell them where you’ll be going together.”

KEY LESSONS

- 1 FRAME YOUR TOPIC SO THAT IT ADDRESSES THE AUDIENCE’S NEED.**
- 2 USE COMPARISONS, CASE STUDIES, AND HUMAN INTEREST TO ILLUSTRATE YOUR POINTS.**
- 3 END WITH SOMETHING THAT WILL RESONATE WITH YOUR LISTENERS.**

SPEAKING FROM THE HEART



**JANICE
TOMICH**

Executive
communication
coach

Janice Tomich is a speaker and executive communication coach who works with professionals to create presentations that stick. She coaches thought provokers to build powerful voices, both in her hometown of Vancouver, Canada, and online, helping people who are doing good things change how we look at the world.



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Be yourself; everyone else is taken” is especially true when it comes to presenters and their presentations. There is nothing more boring than a presenter who delivers playing a persona . . . playing a role.

We all want to deliver a presentation that will leave a lasting impression. It’s both very easy and extremely difficult. To stand in front of our audience and be naked is a giant leap of faith, a chasm to jump over. When we get to a place where we trust ourselves and speak from the heart, we then can connect. From that place of vulnerability, we are our most memorable.

We catch the audience’s attention. We affect them.

The pressure we often receive is that we must be “professional.” We feel cajoled to speak in that buttoned-up manner of corporate speak. However, eyes roll back in boredom and fingers often quickly hit smartphones when staid and “proper” words are spoken.

We meet others eye to eye when we deliver from the heart. We connect with them.

Speak with vulnerability, humbleness, and emotion. Your next presentation will not be boring.

“When we get to a place where we trust ourselves and speak from the heart, we then can connect.”

KEY LESSONS

- 1 **SPEAK FROM THE HEART.**
- 2 **YOUR VULNERABILITY MAKES YOU MEMORABLE.**

PRACTICING THE GOLDEN RULE OF PRESENTING



JOEY ASHER

President

Joey Asher is president of Speechworks, a selling and communication skills coaching company in Atlanta, Georgia. He has worked with thousands of business people, helping them learn how to communicate in a way that connects with clients. His new book, *15 Minutes Including Q&A: a Plan to Save the World from Lousy Presentations*, is available now. He is also the author three previous books, including *How to Win a Pitch: The Five Fundamentals That Will Distinguish You from the Competition*.



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The next time you have to give a speech, don't be boring. Instead, follow the Golden Rule of Presenting: "Present unto others as you would have others present unto you."

In other words, put yourself in the shoes of your listeners.

How would you feel if the presenter started with an irrelevant, marginally funny joke? Or would you prefer an opening where the speaker showed that she understood a key problem that you face every day in your practice? How would you like it if someone delivered a presentation to you with 15 major points? Or would you prefer he kept it simple, with three key takeaways?

How would you feel if you were sentenced to endure a speaker who constantly cited and read from the Code of Federal Regulations? or even worse, quoted long passages from opinions written by dead judges? Wouldn't you prefer that the speaker just tell interesting and relevant stories?

Is there a single human being on Earth (and I'm including your mother) who wants to hear you speak nonstop for an hour?

Here's a secret for great presenting. Consider what you'd like if you were in the audience, then give the audience that.

"Present unto others as you would have others present unto you."

KEY LESSONS

- 1 PUT YOURSELF IN YOUR AUDIENCE MEMBERS' SHOES WHEN YOU PRESENT.**
- 2 DON'T OVERLOAD YOUR AUDIENCE WITH POINTS.**
- 3 KEEP YOUR PRESENTATIONS RELEVANT TO YOUR AUDIENCE'S NEEDS.**

KNOW THE AUDIENCE BUT BE YOURSELF



JOHN ZIMMER

Speaker, consultant
and trainer

A Canadian who now lives in Geneva, Switzerland, John Zimmer holds degrees in International Relations and Law and has more than 20 years of public speaking and presentation experience in a variety of business and legal forums. John has addressed courts and tribunals, business conferences, and the United Nations and is a guest lecturer on public speaking and presentation skills for the MBA and Executive MBA programs at universities in Switzerland, France, and Spain.



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Ts speakers, we should know as much as possible about our audiences—their needs, their interests, their hopes, their challenges—so that we can make our speeches and presentations relevant and interesting. We also have to know ourselves. And when we step on stage, we have to be ourselves.

We each have our own personality and our own way of speaking. Some are flamboyant; some are professorial; some incorporate lots of humor; some are soft spoken. The list goes on. The important thing is not to try to be someone you're not.

When I was a young lawyer, one of the best pieces of advice I got was to develop my own style in court. “Watch other lawyers and learn from them,” a senior partner told me, “but never try to copy them. It won't work.” The same holds true for public speaking.

This does not mean that we should shy away from those aspects of public speaking in which we aren't as strong. On the contrary: We should work on areas that need improvement. But we need to cultivate a style that is natural for us.

Sometimes, when I speak with audience members after my talks, someone will remark that I am the same in person as I am on stage. I take that as a big compliment, because it means that I was truly “in the moment” for my audience. And when you're in the moment, great things happen.

Be yourself. Your audience will appreciate it. Besides, as Oscar Wilde quipped, everyone else is already taken.

“Know your audience, but be yourself.”

KEY LESSONS

- 1 KNOW YOUR AUDIENCE AND KNOW YOURSELF.**
- 2 DON'T TRY TO EMULATE OTHER SPEAKERS: BE YOURSELF.**
- 3 WORK ON AREAS OF YOUR PRESENTATION SKILLS THAT NEED IT.**

EDUCATE, MOTIVATE, CHALLENGE, INSPIRE



KEENAN

CEO

Finder of the elephant in the room.



It all starts with the audience. My goal is to deliver a presentation that provides information the audience wants to hear. I spend an immense amount of time trying to understand why my audience is coming to see me, what problems they are facing, and what I can send them home with that would have them saying, “That was awesome.”

I’ve come to learn that a presentation is a product, and the audience’s attention is the currency. A presentation is a deal, a contract. Audiences make a conscious decision to give up their time in exchange for something, usually information. Knowing exactly what the audience is looking for in exchange for that time is the secret to a killer presentation.

There are four elements to a great presentation: educate, motivate, challenge, and inspire. You must tie all of these elements together. First, provide information the audience didn’t have (educate). That information has to challenge their conventional wisdom and thought processes—get them thinking. Then, inspire the audience to be creative, to change, grow, try new things, think differently. Without inspiration, little comes from the presentation. After tapping into the inspiration, you have to motivate the audience to take action. Finally, all of this has to happen in an entertaining, fun, engaging way. You can’t accomplish much with an audience if you aren’t entertaining. This is where creativity comes in.

My personal secret is a recipe of all of the above. I study stand-up comedians to understand delivery and humor. I submerge myself in the content and industry of my audience. I study psychology to understand how people respond to information and how to inspire and motivate. Finally, I am comfortable being uncomfortable; therefore, I push and am not afraid to go places others won’t to push my audience outside of their comfort zone.

Educate, challenge, inspire, motivate and entertain, and you have the winning secret to a killer presentation.

KEY LESSONS

- 1 **PROVIDE INFORMATION YOUR AUDIENCE DIDN’T HAVE.**
- 2 **INSPIRE THE AUDIENCE TO BE CREATIVE.**
- 3 **MOTIVATE THE AUDIENCE TO TAKE ACTION.**

“A presentation is a product, and the audience’s attention is the currency.”

3.5 SECRETS TO ENGAGING YOUR AUDIENCE



LISA B. MARSHALL

Professional Development

Most people know Lisa B. Marshall as the host of the *Public Speaker* podcast, which has earned more than 11 million downloads, and of *Smart Talk: Inspiring Conversations with Exceptional People*, but she primarily delivers professional development consulting, workshops, and speeches to such clients as Johns Hopkins Medicine, Harvard University, Genentech, and Roche. Her work has been featured on CBS Money Watch and Ragan.com. Visit www.smarttalksuccess.com for information on her latest book.



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ere are my best 3.5 secrets to effortlessly engaging an audience:

- 1. Show passion.** When I was in high school, I saw Bob Seger in concert. I still remember the band on stage, acting as if they were just young boys practicing music and horsing around! The playful fun and intense passion made the experience incredibly engaging. I always strive to deliver a “Bob Seger experience.”
- 2. Make it conversational.** Research has shown that it’s difficult to maintain attention. I create natural breaks by asking my audience to join in. I invariably include a slide in my deck that says, “Interrupt me, please.” I’ve noticed that people are more likely to join in, share their stories or knowledge, and feel like an integral part of the presentation.
- 3. Tell stories.** I love using personal stories to connect and engage listeners. Detailed, true stories are like mini-movies in the audience’s head. Well-told stories help listeners reflect on their own lives while internalizing and acting on the messages. In addition, stories make it easy for listeners to explain and share your messages with others. That’s true engagement!

And secret 3.5, keep going after you’re “done.”

“Create natural breaks by asking the audience to join in.”

KEY LESSONS

- 1 SHOW PASSION IN YOUR PRESENTATIONS.**
- 2 MAKE YOUR TALK CONVERSATIONAL.**
- 3 TELL STORIES TO ENGAGE YOUR AUDIENCE.**

HOOKING YOUR AUDIENCE



MATT HEINZ

President

Matt Heinz brings more than 15 years of marketing, business development, and sales experience from a variety of organizations, industries, and company sizes. His career has focused on delivering measurable results—greater sales, revenue growth, product success, and customer loyalty. Matt has held positions at Microsoft, Weber Shandwick, Boeing, The Seattle Mariners, Market Leader, and Verdiem. In 2007, Matt began Heinz Marketing to help clients focus their business on market and customer opportunities.



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here's one thing I've learned that immediately gets the audience focused and engaged: Tell a story first.

It's amazing. When I get on stage and the first words I use are, "Let me tell you a story," you can see the audience stop what they were doing, put down their phones, lean in, and listen. At this point, you have their attention. It's up to you to keep it with great content (and stories), but this is a great way to immediately get an audience engaged.

"Tell a story first."

KEY LESSON

- 1 **START WITH A STORY TO PULL YOUR AUDIENCE IN.**

SOLVE A PROBLEM. TELL A STORY.



PAUL J. RADICH
Master Trainer

Paul Radich is an adjunct professor of Marketing and Ethics in Business and Economics at the Catholic University of America in Washington, D.C. Recently named to the Ethics Committee of the American Marketing Association, he has been working with Dr. Andrew Abela on the development and delivery of the Extreme Presentation and Extreme Insight Generation workshops since their inception. He provides consulting and education services to major corporations on insight generation as well as effective communication of complex information.



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How can you engage your audience? The first answer to the question is, it depends on what kind of presentation you're making to what kind of audience. If you're trying to entertain or inform a large audience, use rich, relevant visuals; project it; and use minimal text. If you're trying to persuade or educate a smaller audience, use extensive, relevant detail; distribute it, don't project it; and make sure the overall layout of each slide communicates the main message of the slide. Why not project? Research shows that to persuade your audience, they need details, and the projection medium does not allow sufficient detail.

If you really want to make an impact, don't use more bells and whistles but rather a central route: Make sure that your presentation solves a problem for your audience. Otherwise, why are they listening to you? Show them how your proposal will help them solve a problem.

Finally, harness storytelling on three levels:

- Employ small stories or anecdotes at key points in your presentation to drive home a point or illustrate a key takeaway.
- Weave all of your information into an overarching story that solves a problem for your audience, anticipates their next objections, answers them by revealing details of your solution, and transforms your presentation into a dialogue.
- After you have your story line set, unleash the power of visual storytelling. Make sure that the layout of each slide is not a list of bullet points but rather a layout that communicates the main message of your slide.

“Solve a problem. Tell a story. Use slide layouts that reinforce the main message of each slide.”

KEY LESSON

- 1 USE STORIES OR ANECDOTES AT KEY POINTS TO DRIVE YOUR POINT HOME.**
- 2 WEAVE YOUR INFORMATION INTO AN OVERARCHING STORY THAT SOLVES A PROBLEM.**
- 3 USE VISUAL STORYTELLING.**

CONTINUOUS IMPROVEMENT: LEARNING FROM FEEDBACK



TERRY GAULT

Managing Partner
and VP of Services

Terry Gault oversees all curriculum and services at The Henderson Group and is responsible for the selection, training, and development of all of its trainers and facilitators. Terry has a 20-year career in film, television, radio, and theatre as well as being director of customer service in manufacturing companies. He recently co-launched a video production company designed to help companies “illustrate your complex message in a simple, fun way so that anyone can understand it in 3 minutes or less.”



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ceiving frank assessments about yourself from others is often not easy and can be an emotional experience. Here are a few tips on how best to prepare yourself to receive feedback, to be receptive and leverage the value of the comments you receive from others:

- **Relax.** Feedback is an adventure of discovery into yourself. Be willing to entertain new ideas about yourself. Some of the comments you receive might be useful, others not. Even if not all that's said is accurate, you just might learn something from the small part that is.
- **Be a sponge.** Resist the urge to explain. Listen respectfully, acknowledge the comments, and avoid explaining your actions. When you explain, you are likely to be perceived as defensive.
- **Ask for clarification.** Ask if there were certain words, gestures, or expressions that created the impression the listener received from you. Listen carefully to these details.
- **Write down the comments.** This information will be even more valuable after a couple of days, and you might find it easier to get past any emotionally charged words or issues you had at the time the comments were made.
- **Practice Kaizen.** “Continuous improvement.” Embrace the philosophy that has made Toyota the world's premier auto manufacturer. When you practice this mindset, you will begin to see that all feedback is an invaluable gift—an invitation to examine yourself with fresh eyes.

Let us heed the words of poet Robert Browning: “Oh what a gift he could give us; to see ourselves as others see us.”

“Feedback is an adventure of discovery into yourself.”

KEY LESSONS

- 1 **BE WILLING TO ENTERTAIN NEW IDEAS ABOUT YOURSELF.**
- 2 **RESIST THE URGE TO EXPLAIN YOURSELF.**
- 3 **WRITE DOWN THE FEEDBACK YOU RECEIVE.**

DON'T BE BORING, AND DON'T BE "THAT GUY"



TROY CHOLLAR

President and Co-founder

Troy Chollar is the president and co-founder of TLC Creative Services, where he leads a team of talented designers in a studio that specializes in presentation design. He has been awarded by Microsoft as an MVP for PowerPoint annually since 2004. Troy enjoys all aspects of visual design and has a special focus on speaker support presentations that involve dynamic animation, multimedia integration, high-impact visuals, and collaboration with AV teams to make it all come together.



Website



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As a presenter, you focus on your message, pacing, smile, and (my specialty) presentation graphics. But all presenters need some inside information so they don't become "that guy." Let me explain. The event audiovisual (AV) team is responsible for your presentation, microphone, announcement, videos, lighting, and how the audience experiences you. This behind-the-scenes team is either going to save you when things go awry or after the meeting talk about "that guy."

What should you, the presenter, do when arriving at a meeting?

- Say hello to the AV team; become a person to them, not another item on their checklist. Focus on this team first, and while they are making you look great, you can focus on your audience.
- Know what version of PowerPoint, Keynote, or Prezi the meeting is using, and use the same.
- Provide multiple presentation options should things go wrong—the presentation file, your computer, and a PDF version.
- Test your presentation file. Check fonts, video, audio, animations, etc.
- Wear microphone-friendly clothes. Have a belt, pockets, or waistline for the microphone pack.
- Take off your (reflective) conference name badge, especially for the camera.
- Don't take off, turn off, or mute your microphone unless the AV team gives the okay, but do get the audio person (to whom you already said hello) to confirm that you are muted until you are on stage.

Have the audience remember you and your topic. From my experience back-stage, that starts with the AV team. Have them like you and not talk about "that guy!"

KEY LESSONS

- 1 MAKE SURE YOU GET TO KNOW THE AV TEAM FOR YOUR PRESENTATION.**
- 2 USE THE SAME VERSION OF POWERPOINT, KEYNOTE, OR PREZI AS THE AV TEAM.**
- 3 PROVIDE OPTIONS SHOULD THINGS GO WRONG.**

"Provide multiple presentation options should things go wrong—the presentation file, your computer, and a PDF version."

FINAL REMARKS

Dear Reader,

Thank you for reading this book. Did any of the essays spark your imagination? Have you been inspired to try something new? If so, then we've succeeded.

First, I want to thank the good folks at ClearSlide for making this book possible. Their generous support for this project is just one small example of their ongoing commitment to transforming the workplace. I also want to thank each of our presentation experts for taking the time to share their thoughts and insights. Most importantly, I want to thank you for taking the time to teach, share new ideas, and lead people.

Although tools can make a world of difference in how we communicate and work together, it's people like you who are changing our world for the better. I hope the ideas in this book will help you make an even bigger impact.



All the best,
David Rogelberg,
Editor

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Transform the way your sales team engages customers



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