



5 STEPS TO BETTER PRESENTATIONS

For Keynote Presenters, Team Leads, or anyone else trying to improve their talks, presentations, and webinars.

Open with Intrigue

Audiences are selfish. They want to immediately know that they are going to get value in return for their attention. If the start of the presentation goes over old information or looks like something they've seen before they will shut down and it will be very difficult to re-engage them.

Here are some things not to do...

Credential yourself

Don't tell them how knowledgeable you are, show them.

Review an agenda

Agendas eliminate surprise and get viewers thinking about what's going to happen not what is happening in front of them.

Show old information or use clichés

Audiences are looking for new and exciting information, show them something they know and you'll see the phones come out and email being checked.

Instead try to...

Address the elephant in the room

Start with something that is highly important even if it's uncomfortable.

Start with a story

Stories are how people remember best, however; the story must be related to the topic and have a purpose that will drive the audience to look at something in a new way.

Use a metaphor to introduce a new concept

Metaphors help teach new concepts and keep the audience from diving into the details of their own situations and problems.

Simplify Simplify Simplify

People claim to be able to multitask, but that's not true as they cannot listen to one flow of information and read at the same time. If they are trying to read a slide they will not be listening to the speaker.

In addition, if there is too much information on a slide the speaker is adding another level of distraction by making the audience try to deduce what is the most important information. Elevate your message and don't make viewers have to figure out which information they need to absorb.

Energy is Vital

Why should someone listen to something that isn't interesting to the person presenting the talk? Showing passion and energy for a topic is vital to capturing and keeping an audience's attention. If the talk is live the speaker must physically display their passion in their body language and vocal presentation.

If the presentation is virtual the speakers voice must carry a heavier load. Body language carries 55% of how people perceive a message. 38% is based on vocal delivery, and the remaining 7% is the content itself. No matter how good the content is the speaker must guide the listener to help them understand what is important using their vocal delivery, and it all starts with the passion of the speaker.

Change is Good

To maintain the attention of an audience requires the speaker to keep providing the listener with new information. That's not just new content, but changes in speed, emotional tenor, volume, vocal delivery, and visuals. Just as a long straight road can make a driver doze off, a presentation without changes will lose the audience.

This is especially important during the middle of a talk when some speakers can fall into a rhythm and run the risk of becoming monotonous.

End with a Call to Action

Every presentation has a purpose. It could be to inform or direct, it could be to calm or excite, but every talk is asking something of the audience. The speaker has not only the opportunity, but the responsibility to help the listeners achieve that purpose.

If a keynote speaker is opening up a conference and their mission to get attendees to dive into every session and learn something new, challenge them to make a commitment to the person sitting next to them that they will come back at the closing session and share a new idea they have learned. If a salesperson is learning about a new product or service, challenge them to come up with a new opening for their next sales call that will highlight the new offering.

Be Authentic & Passionate

There are lots of ways to both improve and hamstring a presentation, and these are just a few ideas. The key is to remember that the speaker must serve the audience, be passionate and authentic, and earn (and keep earning) the attention of her/his/their listeners.



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