

4 Steps to A Better Presentation



Do's and Do Not's

A Presentation at the East Jefferson County Rotary on June 1, 2017

What Do We Learn?

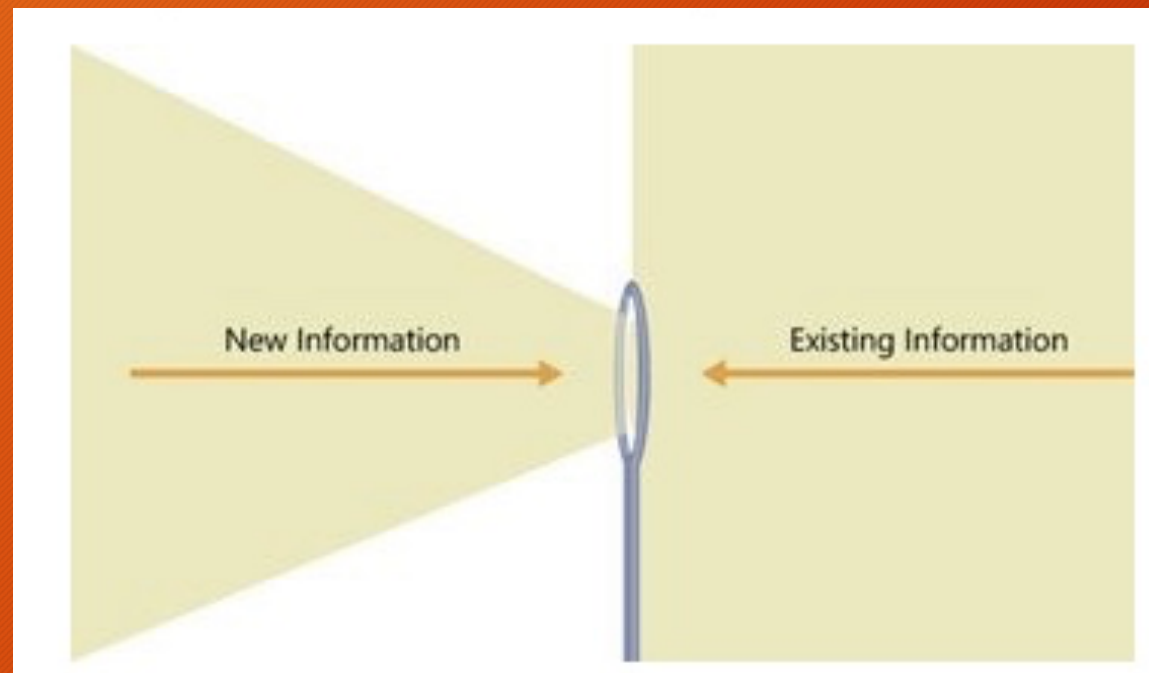
2

We Learn...

- 10% of what we read
- 20% of what we hear
- 30% of what we see
- 50% of what we
see and hear
- 70% of what we
discuss
- 80% of what we
experience
- 95% of what we teach
to others

Connecting. . .

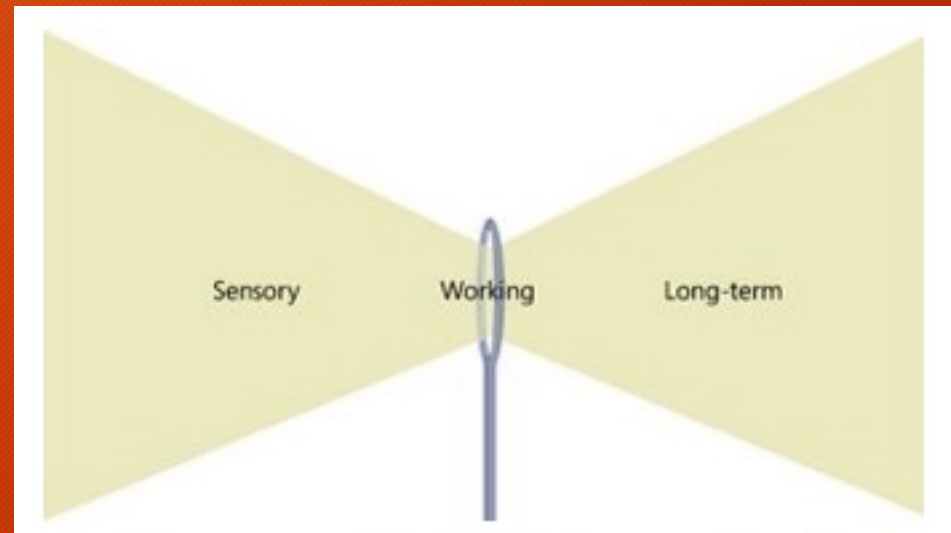
3



Connecting New to Current Memory

4

Sensory (new)
Working (Processing)
Long Term (Remember)



The Challenge of Connecting

5

Breaking through the Filters

New Information

Current Information
Bias towards
Basic needs
Affirmations
Congruence
Benefits

Existing Information

What makes a good theme?

6

Holds it Together:

Sequence

Timeline

location

Problem/solution

Issues/actions

Opportunity/leverage

Compare/contrast

Features/benefits

Solve a problem

Audience

7

- Students
- Parents
- Active citizens
- Special interest(s)



Why should your audience care?

8

Personal growth
Health or Survival
Community service
Career Development



What are the four key Points Today? (For example....)

9

1. One Point - 3 is a bonus
2. Do not” read what is on screen
3. Bullets, and **Large Print**
4. End On time

A good speech
is like a pencil;
it has to have a point.

-Author Unknown

What to remember?

10

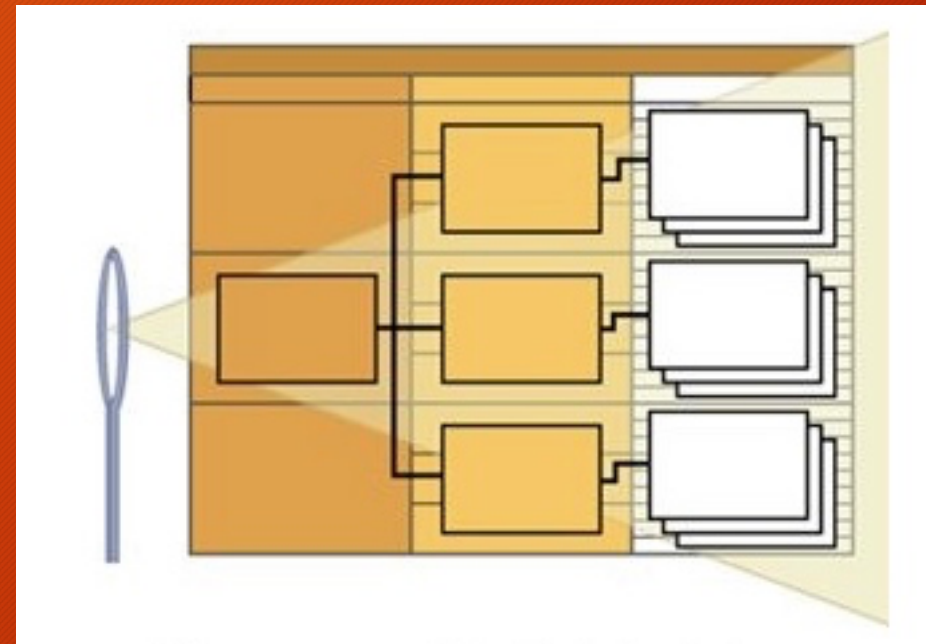
For example:

One Point (Remember 1 point)

Three Points (Bonus of 3 pts.)

Support the points

Review Points



your Gambit? Gain Attention

11

Factoid. statistic

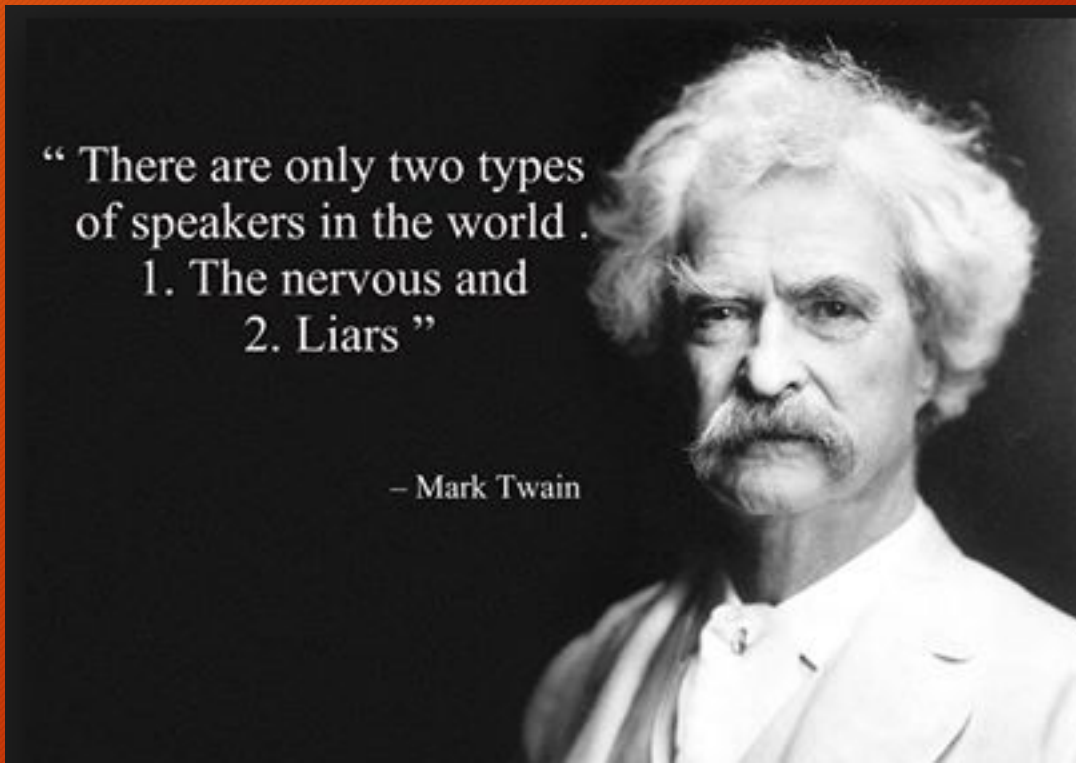
Prospective. Back - for

Anecdote. story

Quotation. Endorsement

Aphorism. saying

Analogy. comparison

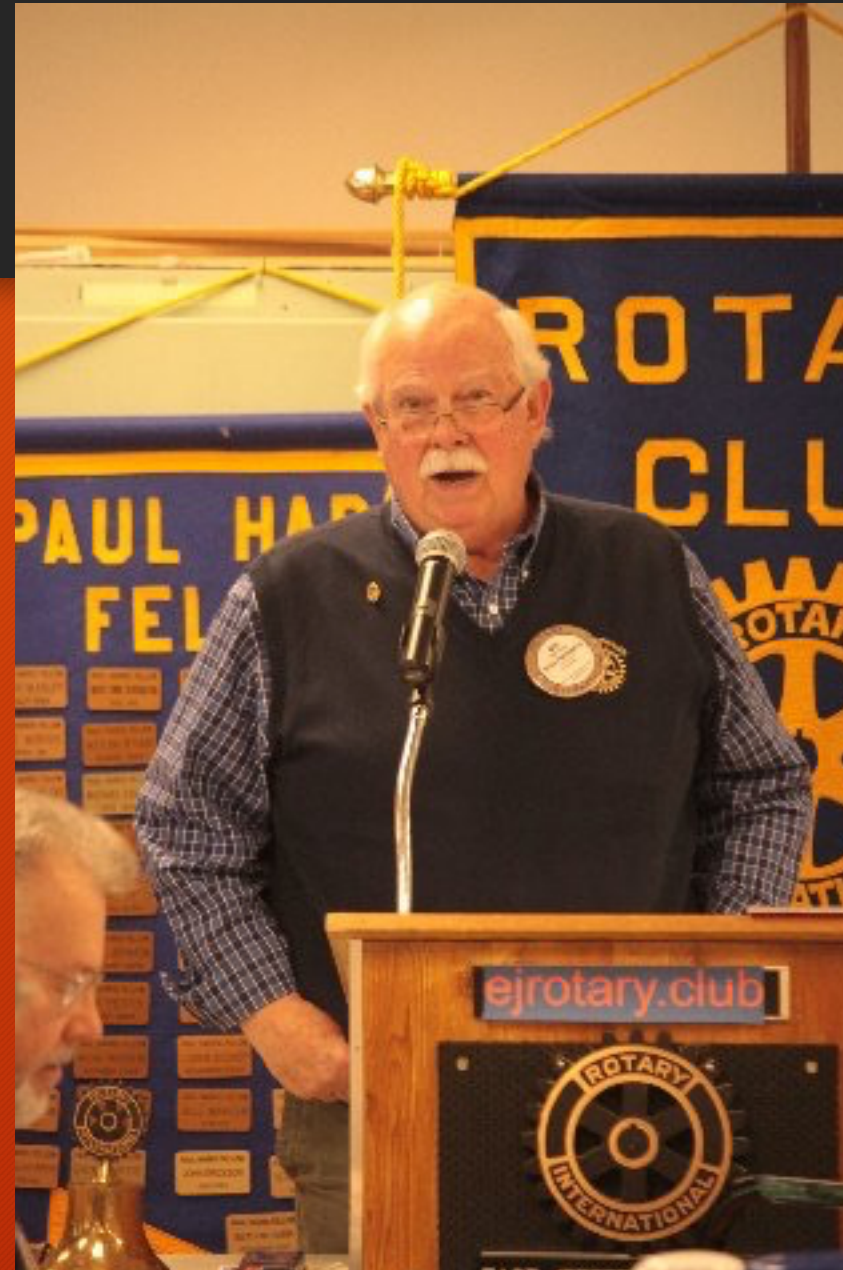
A black and white portrait of Mark Twain, showing him from the chest up. He has white, wavy hair and a prominent mustache. He is wearing a light-colored suit jacket over a white shirt and a dark tie. The background is dark. Overlaid on the left side of the portrait is a quote in white text.

“ There are only two types
of speakers in the world .
1. The nervous and
2. Liars ”

– Mark Twain

Do's and Don'ts

Use graphics and images to enhance your point, but not to distract



12

Never read - your audience can already read

13



Engage your audience with questions

14

Their background?
Potential benefits?
Other examples?
What if?



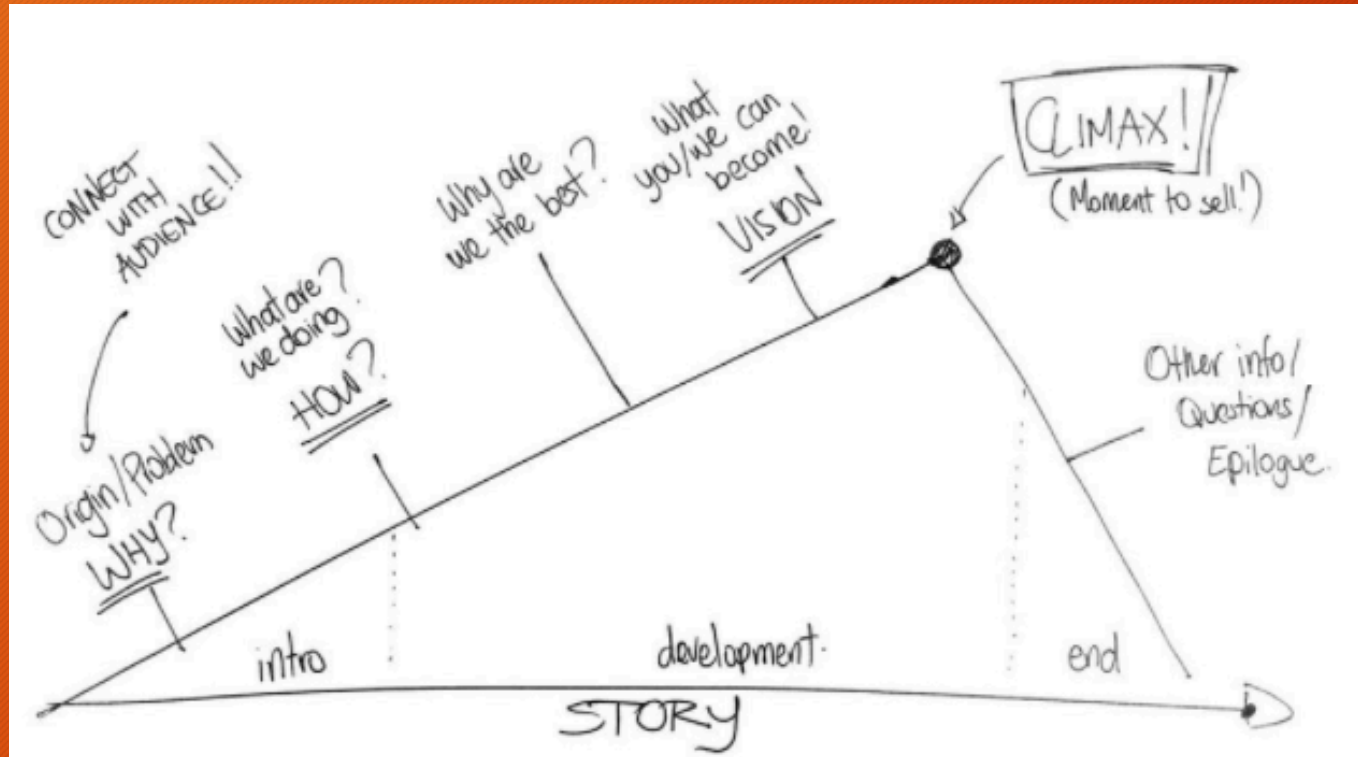
Opening the Presentation

15

1. Use Silence:
2. Point to Future or Past:
3. Quote Someone:
4. Share Something:
5. Tell a Story:

The Story...

16



Summary of Points

17

- One Point or Idea



Presentation #2

18

Large print



Presentation #3

19

Explain what and why



Presentation #4 *Engage* the audience

20



- Describe a scene
- Tell a story.
- Personal experience.
- Recent event.
- Previous speaker's remarks.
- About the audience.
- Visual image.
- Ask a question.
- State a fact.
- Value to listeners.
- Humorous observation.
- Explain interest in the topic.
- Topic has to do with them.

Presentation #5

21

Review



Presentation #6

22

- Contain

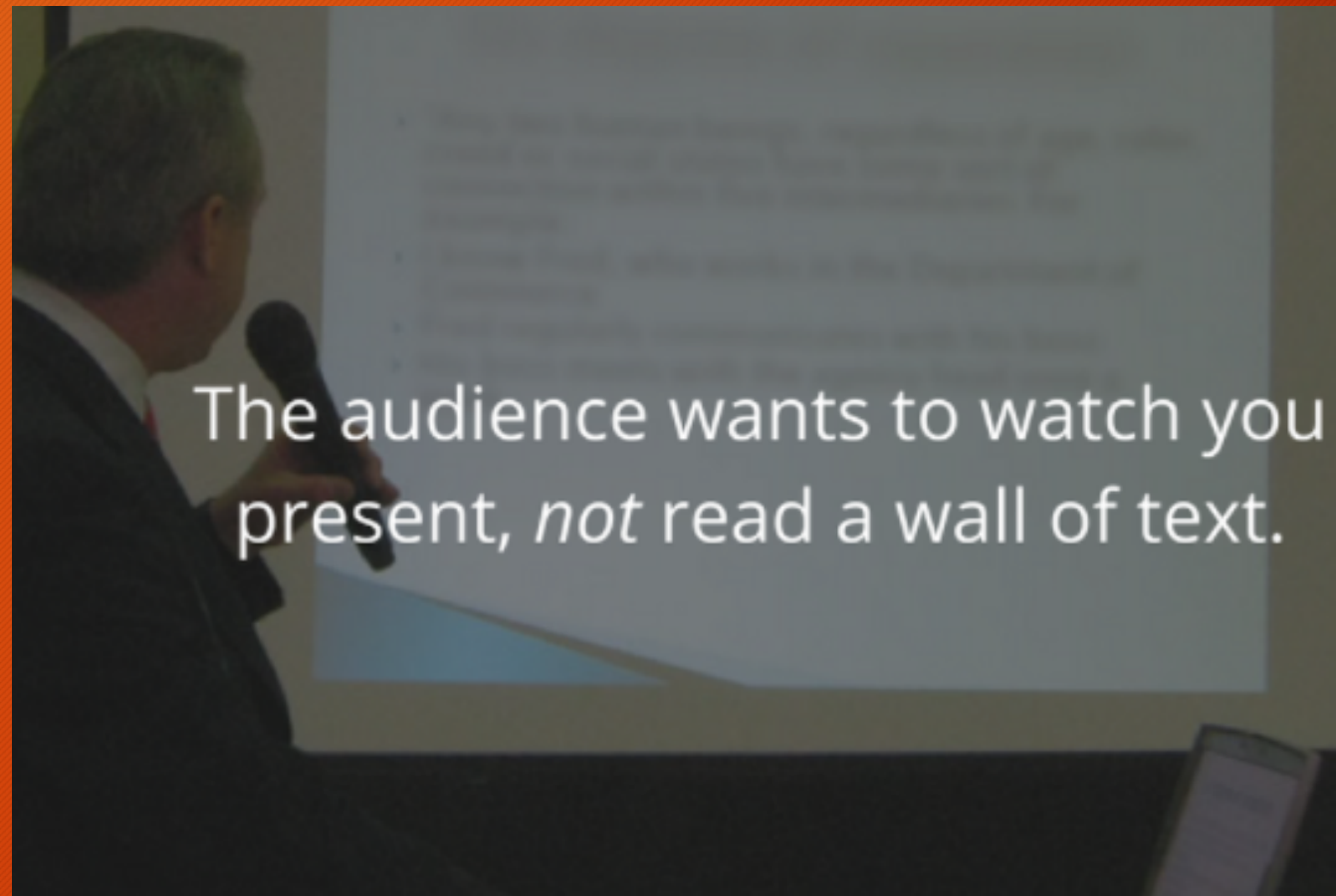
To the Topic
Time provided



Presentation # No Reading

23

- Do
- Not
- Read



Remembering the Presentation on Presenting

24

- What is the “One” point that you recall?
 - 1.
- What are three other points that you recall?
 - 1.
 - 2.
 - 3.