

Making a Strong Impression by Making a Strong Presentation

Not all successful people are strong presenters,
but all strong presenters are successful people

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2. Making a Keynote Presentation
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What is your goal for the audience?

- To have them:
- Give support
- Provide financing
- Cooperate
- Step aside
- Purchase



Who is your audience?

- Size?
- Decided by or decided for?
- What's the commonality?
- How knowledgeable?
- Rush?
- Expectations?

What is your audience's POV?

- Unawareness
- Prevention
- Dislike
- Discomfort
- Familiarity
- Liking
- Supportive
- Ready to buy

What are the negatives?

- List them all
- Prioritize
- Evaluate / discredit / rationalize
- Develop the story line

What are the positives?

- Improve a process, product or service?
- Each stakeholder
- Make / save money?
- What resources are needed?

The Presentation

- Start with a bang!
- Introduce your story
- Tell your story
- Summarize your story
- End with a bang!



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Introduction

- Create attention
- Create rapport
- Set expectations

Creating attention

- Anecdote
- Quotation
- Rhetorical question
- Historical fact



How much to tell?

- 5 minutes – 3 points
- 20 minutes – 5 points
- 40 minutes – 7 points



Ending

- Don't drop the ball
- Summarize your points

Closing

- First impressions: casual interaction
- Last impressions: formal interaction



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Q&A

- Thanks / the end
- Invite audience questions

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Who is your audience?

- Company
- Professional organization
- What are you trying to inspire?
- What else can you inspire about?

Answer these questions:

- Why were you asked to present?
- What's your background?
- Why are you an expert in this subject?
- What obstacles have you overcome?

Develop your body:

- List your stories
- What did each teach?
- What did you then need to learn?
- Prioritize each set from minor to major
- Relationship to your audience?
- Lesson you've learned – pass it on!



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Ending

- Close with a bang!
- Q&A

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Who is your audience?

- Colleagues?
- Clients?
- Vendors?
- Trade Association?

What is their level of knowledge?

- Unaware
- Familiar
- Working knowledge
- Expert
- Mixed

What is their level of interest?

- Would rather leave
- Not particularly interested
- Somewhat interested
- Very interested
- Need to become the expert

Brainstorm the total list

- List the data
- Prioritize the data
- Two sets of data?
- Printed is too much
- PPT is too little

How much time do you have?

- How much time per slide?
- How many slides in total?



Introduction

- Index of presentation
- Why is this important?
- How did you become the expert?



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Content

- One by one
- Building on each other

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Ten things to do

- Smile frequently
- Make good eye contact – someone all the time
- Let your hands hang by your sides
- Move around a bit
- Tell anecdotes whenever possible
- Use gestures
- Familiarize yourself with the environment

Ten things to do

- Talk loudly
- Dress appropriately
- Prepare the introduction for the MC
- Use jargon
- If not speaking mother tongue, articulate slowly and well
- Relax
- Practice, practice, practice (out loud)

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Things to NOT do

- Apologize for anything
- Admit you aren't prepared enough
- Use filler words
- Move TOO much
- Gesture TOO much
- Sway
- Look at your watch

Things to NOT do

- Go over your time limit
- Speak from memory (unless you are a GOOD actor)
- Use jargon
- Read PPT
- Use more than one visual per page
- “As I mentioned in the presentation”



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- Q&A