



## Mad Presentation Skills

>> *Before*

1. Define your desired outcome.
2. Decide what you want the audience to do &/or experience. Put yourself in their shoes.
3. Determine what's in it for them.
4. Consider why they should listen to YOU.



1. Define your desired outcome.

If your presentation is wildly successful, what will have happened?



2. Decide what you want the audience to do &/or experience. Put yourself in their shoes.

What/How do you want the audience to...?

Think?

Feel?

Act?



### 3. Determine what's in it for them (WIIFT).

Why should they care?

[Empty dashed-line box for writing]



### 4. Consider why they should listen to YOU.

What expertise, knowledge, experience & insights make YOU the person to listen to?

[Empty dashed-line box for writing]

>> *During*

1. Organize your draft.
2. Make it concise & compelling.
3. Connect through emotion.
4. Engage your audience.
5. Deliver using your passion & freak factor.
6. Practice & tweak until it's natural.



### 1. Organize your draft.

Provide **simplicity**, **balance** & keep them **connected**<sup>1</sup>.

1. Establish logic & **simplicity**. It makes it easier for both you & the audience to stay on track.
2. Provide **balance** & order. There is a clear expectation of how much they need to listen & how you are progressing.
3. Keep them **connected**. The audience stays engaged because they know where they are, like chapters in a book.

Use the "Power of 3". Our brains handle 3 pieces of information best. When structuring what you want to say, consider these options:

1. 3 Course Meal<sup>2</sup>: The opening should be the appetizer, making audience hungry for more. Then give them the meat - the crux of the matter (remember, not more than 3 key messages) & finally the dessert; the ending should be inspiring & motivating enough so that the audience takes the desired action.
2. 3 Perspectives: Illustrate your ideas by contrasting different perspectives to give context to your audience. Examples: Innovators-Early Adopters-Laggards, Conservative-Moderate-Liberal, Right-Indifferent-Wrong.
3. 3 Points in Time: The obvious being Past-Present-Future. Variations include Before-During-After, Morning-Afternoon-Night.



## 2. Make it concise & compelling.

What will you do to keep it concise, simple & [compelling](#)? **TIP:** If you have too much content, prepare resources, handouts, etc. to hand out or send to participants afterwards.

Capture your key ideas & structure for your presentation here in outline format:



## 3. Connect through emotion.

Great presentations touch our hearts & connect with our emotions. How will you weave emotions into the presentation? Which method(s) will you use? Example: *The room went dark. I woke up lying on the floor surrounded by medics. I realized I had a heart attack.*

**TIP:** Refer to your journal or notes in phone for any ideas, stories, analogies, quotes or videos that support your message.

Record your Stories, Analogies, Quotes, Videos:



#### 4. Engage your audience.

How can you engage the audience? Is there an opportunity to involve them? Examples: Raise their hand to answer a question, small group work, taking a quiz, etc.



#### 5. Deliver using your passion & freak factor.

What's your natural presentation style? What's your "freak factor" - what is your superpower - the quality that makes you interesting?

Why are you excited to give this talk? Where's the Passion Connection?

How will you feel confident in front of your audience? Do you work best with the full script, highlighted in key parts? Note cards with just the essentials?



## 6. Practice & tweak until it's natural.

Stand up & practice delivery with pauses, voice inflections & gestures. Notice & practice the pace & volume you'll use in front of your actual audience. It's normal to tweak your content several times at this stage, so allow time to update your script & presentation document.

**TIP:** Know it well enough to use brief points to remember content.

>>Polish your presentations with [Top 10 Rules to Keep In Mind When Designing Presentations](#).

>>Use this [How to Prepare Checklist](#) from *Confessions of a Public Speaker*.

>> *After*

1. Get feedback.
2. Apply the learning.



### 1. Get Feedback.

Ask for feedback after every presentation – ask specific questions (in person or writing):

1. What should I start...
2. Stop....
3. Continue....



### 2. Apply the learning.

Decide how you'll improve your presentation next time.

Sources:

1. Joseph McCormack, *Brief: Make a Bigger Impact by Saying Less* (Wiley; 1 edition, February 10, 2014).
2. Schwertly, S. (Producer) 2013 *How to be a Presentation God* webinar.