

# Give great presentations

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You don't need to imagine your audience is naked

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**And death came third...**

# The myth

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Image source: <http://alturl.com/i2982>



# Top 3 mistakes - PREPARATION

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- 1.About me
- 2.Clarity and structure
- 3.Practice

# Top 3 mistakes - PREPARATION

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**1.About me**

2.Clarity and structure

3.Practice

# Who is my audience?

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Image source: <http://alturl.com/gj2do>

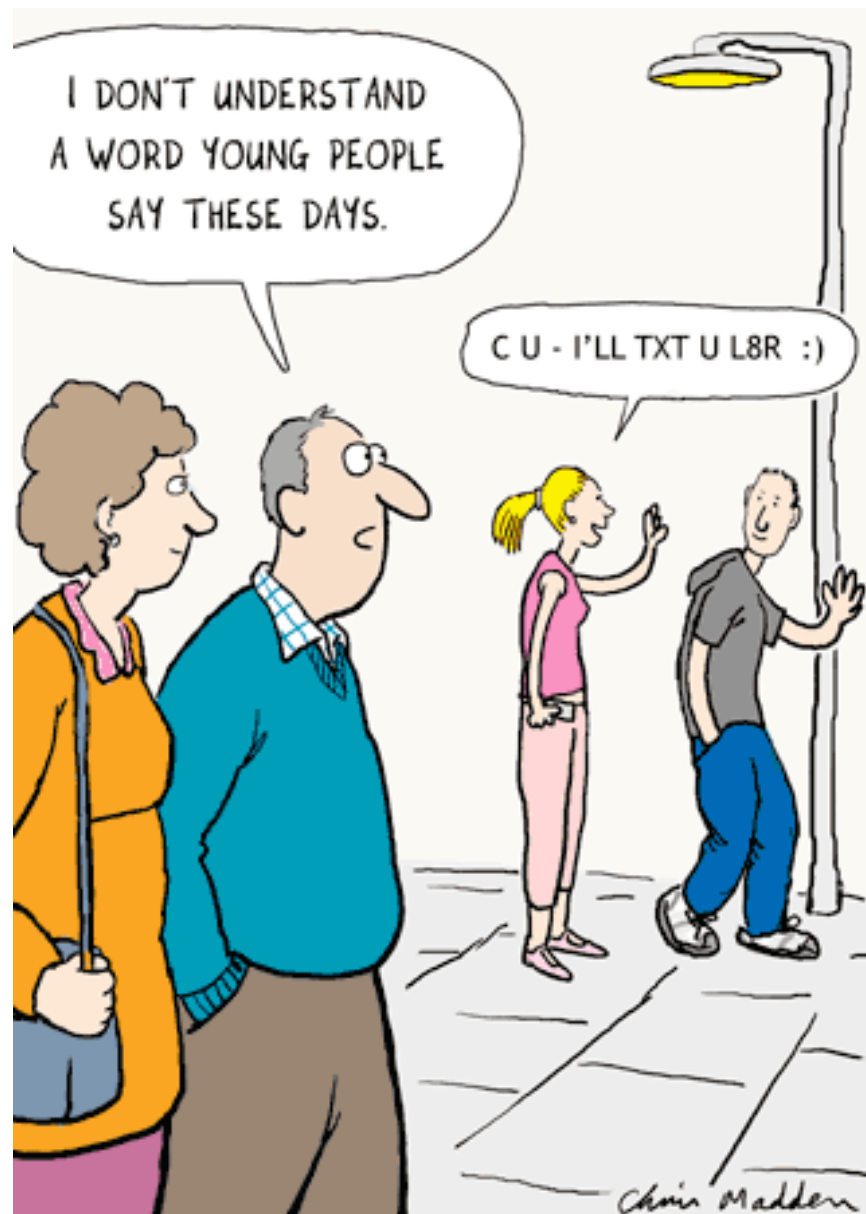


Image source: <http://lollyard.com/2496/c-u-ill-txt-u-l8r>



Image source : <http://alturl.com/7q7k9>



Image source: <http://alturl.com/qycdm>



# VAK model

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<b>Visual</b>	<b>Seeing and reading</b>
<b>Auditive</b>	<b>Listening and speaking</b>
<b>Kinesthetic</b>	<b>Touching and doing</b>

# Top 3 mistakes - PREPARATION

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1.About me

**2.Clarity and structure**

3.Practice

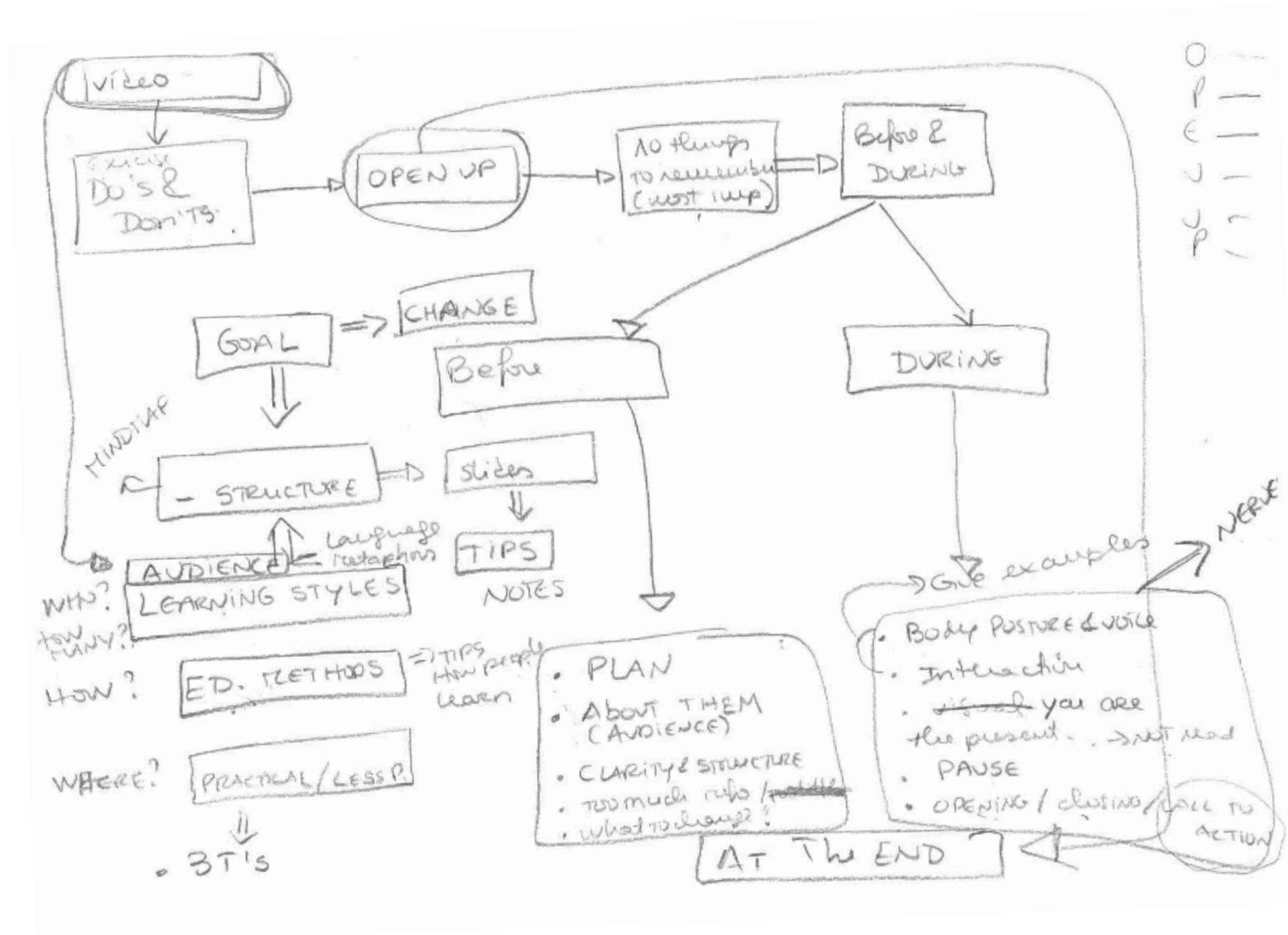
# What is YOUR goal?

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# Why should they care?

# Mindmaps



REPEAT	REPEAT
REPEAT	REPEAT
REPEAT	REPEAT
REPEAT	REPEAT
REPEAT	REPEAT
REPEAT	REPEAT
REPEAT	REPEAT
REPEAT	REPEAT

# What helps people remembering?

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- Repetition
- From general to particular
- Link the new idea to what people know



# We all wanna look the experts



Image source: <http://alturl.com/poedv>

# The rule of 3

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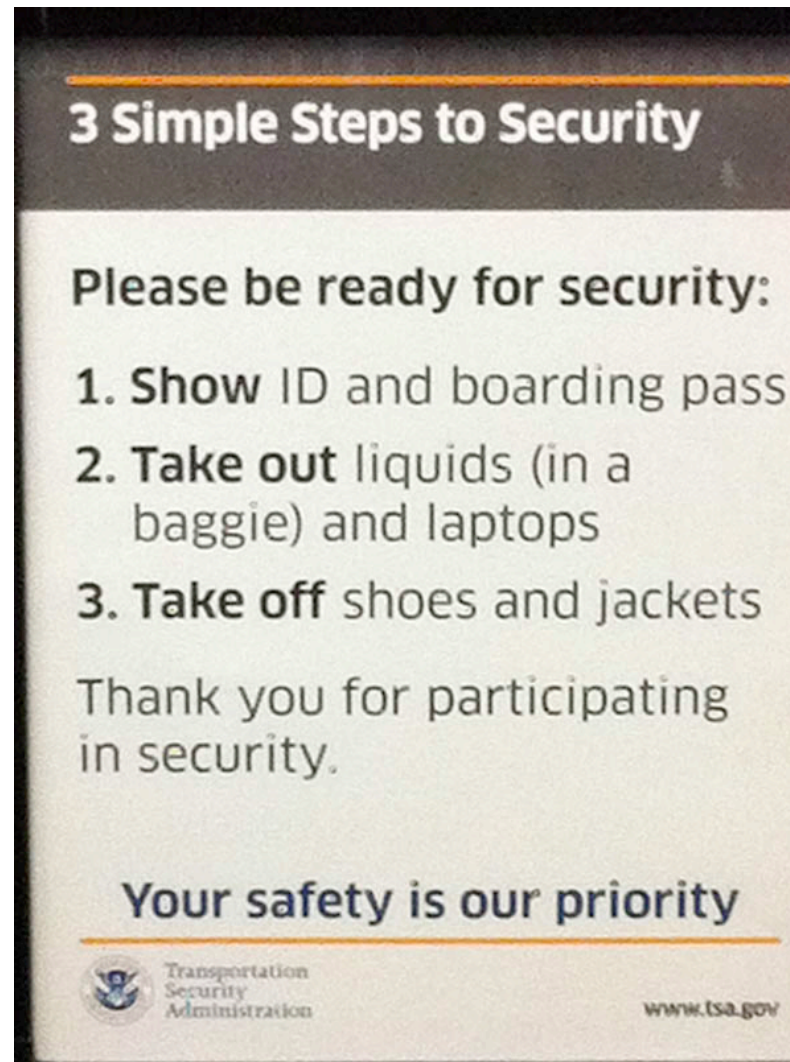


Image source: <http://goo.gl/3Hjlr>

# The rule of 3

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Image source: <http://goo.gl/VtOFi>

# Split your presentation

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Image source: <http://goo.gl/NqT2A>

# Top 3 mistakes - PREPARATION

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1.About me

2.Clarity and structure

**3.Practice**

# Do you practice?



Image source: <http://goo.gl/fyISv>

# Top 3 mistakes - DURING

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- Body posture and voice
- Visuals - too much, too little
- Weak opening, closing, no call to action

# Top 3 mistakes - DURING

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- **Body posture and voice**
- Visuals - too much, too little
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# Where do I put my hands?

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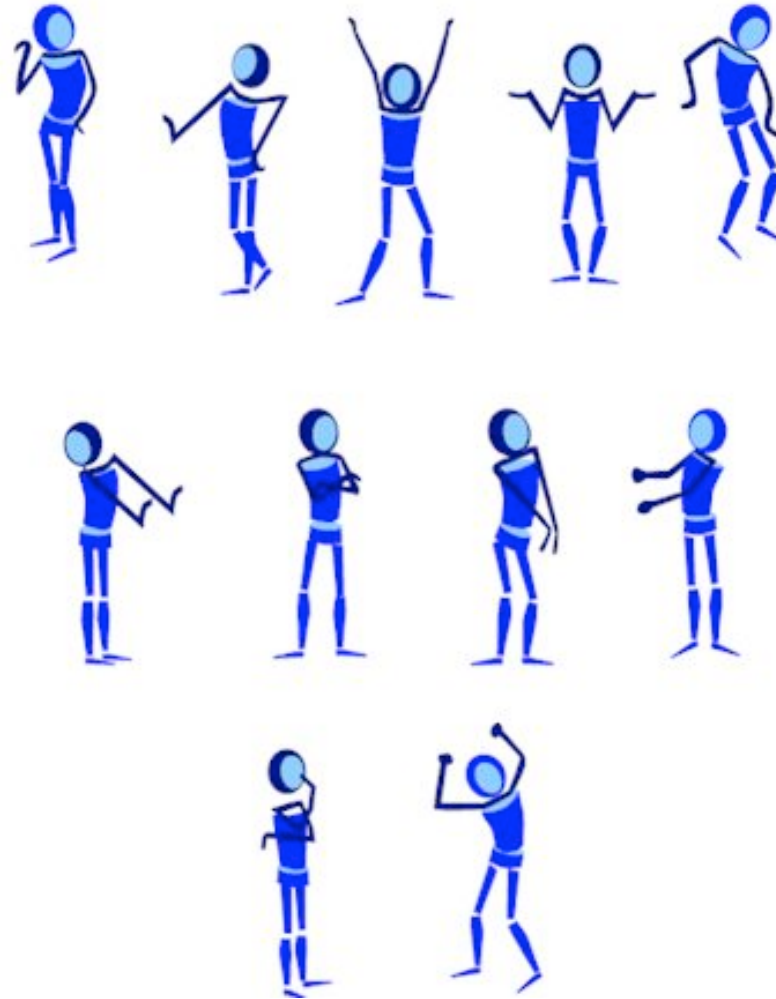


Image source: <http://goo.gl/emwsd>

# Be conversational!

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Image source: <http://goo.gl/1SSA8>

# Make eye contact



Image source: <http://goo.gl/kxlie>

# Be passionate!

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# speaker

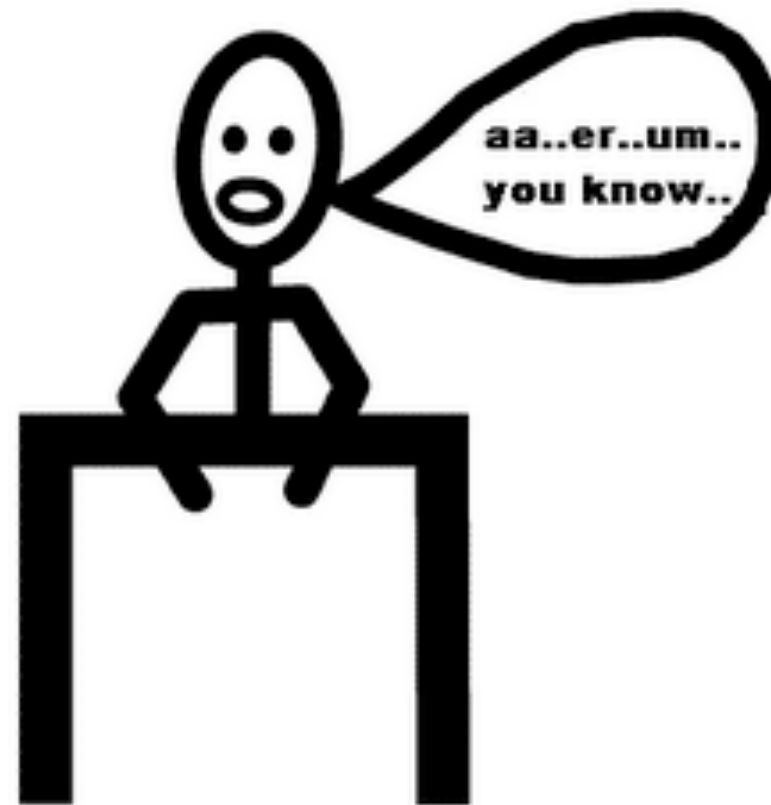




Image source: <http://goo.gl/M3UP0>



# SILENCE

Silence is golden. Duct tape is silver.

Image source: <http://goo.gl/XdRve>

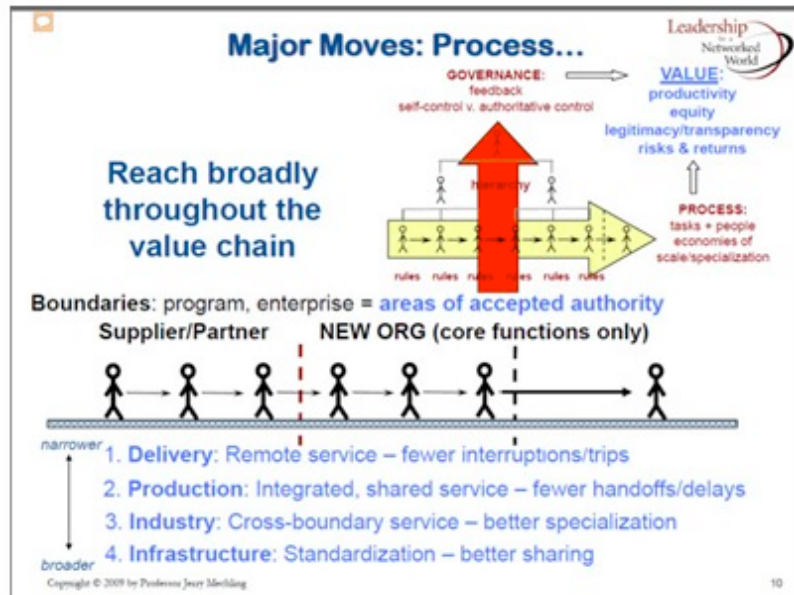
# Top 3 mistakes - DURING

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- Body posture and voice
- **Visuals - too much, too little**
- Weak opening, closing, no call to action



Image source: <http://goo.gl/lgxrl>

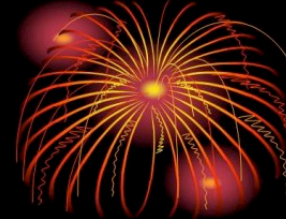


## Bad for Speakers!!

- ⊙ In creating a speaker slide, you have many decisions to make. You can try to put everything in bullet points, for example. And you can also use pictures.
- ⊙ If you use pictures, the audience may spend more time looking at the slide than listening to your presentation.
- ⊙ If you don't use pictures, the audience may get bored.
- ⊙ On the other hand, pictures can provide extra information.
- ⊙ How much should you include on one slide? There are many different opinions. Some of the opinions are:
  - Everything
  - Not much
  - Somewhere in between
- ⊙ There are pros and cons for each position. For example:
  - If you include everything you are going to say, then the audience will not need to take notes.
  - If you include nothing you are going to say, the audience will have to pay attention.



## Bad Powerpoint:



- First of all, I believe in Powerpoint. I think it's a great tool for focusing your audience's attention on a particular point. However, Powerpoint has now been used and abused by speakers for years. Far too many presenters rely on it as a crutch, cramming their slides full of text and then reading from them.
- My friend Guy Kawasaki has a 10/20/30 rule about Powerpoint slides. It states that a Powerpoint presentation should have no more than 10 slides, last no longer than 20 minutes, and have no text in less than a 30 point font. I think Guy's rule as written is a little extreme, but he has the right idea. In general, if your slides can stand alone, meaning someone could just read them instead of attending your presentation, then you have too much information on them.
- If I'm giving an hour long talk, I generally have about 15 slides, and they are highly visual with unique rather than stock images. If you must use bullets, please put dark text on a light background so that they are as easy as possible to read.



Image source: <http://goo.gl/1pAmn>

# Keep it simple

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Image source: <http://goo.gl/GKo4y>

# Top 3 mistakes - DURING

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- Body language and voice
- Visuals - too much, too little
- **Weak opening, closing, no call to action**



Image source: <http://goo.gl/VZIEL>

REPEAT	REPEAT
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REPEAT	REPEAT

# It's OK to be nervous

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Image source: <http://goo.gl/HzHps>

# OPEN UP

# Top 3 tips

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1.Practice

2.Practice

3.Practice



Image source: <http://goo.gl/sEK2b>

# Top 3 tips

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- 1.Practice
- 2.Watch yourself presenting
- 3.Believe you will nail it!



**What did you care  
the most about?**

# Thank you

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