

Seven Habits of an Effective Presenter Tip Card Sheet

SEVEN HABITS

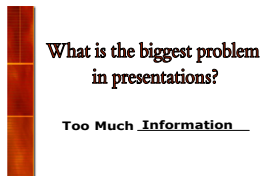


1 - Grab them with an Attention-Getting Opener

Grab your audience's attention with an opener that helps them connect to you and gets them ready to hear your talk. Effective openers include stories, analogies, startling statistics, humor, demonstrations and quotes.

2 –Develop a Key Message

What one statement sums up what you want your audience to say or do when you have finished? A good key message guides you in what to include in your presentation and what to leave out. Here's our key message in the Seven Habits presentation:



#3 – Use the PEP formula throughout

(Point – Example-Point)

If you have a point to make use an example to help your audience better understand and relate to the point. Types of examples include analogies, case studies, illustrations, stories, skits, demonstrations, props and activity.

4 - Be Confident in your Delivery

Too often presenters come across like they are on the sidelines. Imagine the difference in an event if a competitive dancer or football player remained on the sidelines?

Get involved. Use your voice and your body to express your passion and interest.
EXPRESS YOURSELF.

Check out speakers and see great examples of how to present at TED.com

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5 – Ask “So What?”

When polled most business executives say that there is too much information in presentations. Audiences are overwhelmed. How do you determine what to put in and what to take out of your presentation? Use the “So What?” rule.

What will really change the outcome of your presentation or their understanding of your topic? Ask yourself :

- So what if I don't include that bullet point?
- So what if I don't include that slide?
- So what if I don't include all those words?
- So what if I don't include that section?

6 – Simplify Your Slides

- 1) Reduce Your Words – think headline copy
- 2) Replace Your Words with Pictures
Photos can be found at:
Bigstockphoto.com
istockphoto.com
dreamstime.com
flickr.com
- 3) Rework Steps into a Diagram
- 4) Redesign Tables into Graphs

7 – Stop Boring Us

Your audience is bored. They've seen presentation after presentation like yours before. You have to make it interesting. Here's three easy ways to create interest. Add...

- A cartoon - They can be found at:
Cartoonstock.com
Cartoonbank.com
- A humorous picture
- Simple and memorable word(s) on a slide
- A prop
 - 1) Literal props –
 - a) refer to a magazine – bring it
 - b) refer to a letter – bring it
 - c) refer to a product – show it
 - 2) Metaphorical props –
These are intended to create interest and be memorable. Show a lemon and say: With lemons you get lemonade

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