

# Make Your Presentations Exciting – Apply the Energy Factor

Make your  
presentations  
**exciting**

Apply the  
**ENERGY** factor

  
We create (and fix!) presentations

## How to Use this Energy Factor Guide

### Why are our presentations so boring?

When PowerPoint was created in the early 1990s it was an exciting new medium. No longer did we have to stow away in a dark room to show our slides or overheads. But after 25 years of having PowerPoint dominate every nuance of business communications – it is no longer exciting. In fact, in many cases the PowerPoint presentations we listen to are down right boring.

### Is the solution to toss out PowerPoint?

It is not necessary to eliminate PowerPoint from our suite of communications tools. Instead we need to start incorporating more elements in our presentation that are exciting and keep us connected to our audience. When you have a variety of mediums, examples and tools your audience is pulled into your presentation so that your message is heard and remembered.

### What makes a presentation exciting?

Adding the Energy Factor will make all your presentations more exciting.

### What is the Energy Factor?

The Energy Factor is the secret ingredient that enables you, as the presenter, to have an ongoing connection with your audience. Here are three ways to harness the Energy Factor:

- **Grab 'Em**—Create energy from the beginning by grabbing your audience with an opener that answers for your audience why your presentation is interesting or relevant.
- **Show 'Em**—Once you have pulled your audience in then be sure to Show'Em—visually —the relevance or importance of your message. To create real energy be sure to use a variety of visuals—don't limit yourself to just PowerPoint.
- **Engage 'Em**—Engage your audience by making them an active (not passive) part of your presentation. When you think of it, how long can you listen to a talk when you are not engaged?

### How do I know if I have enough Energy in my presentation?

Use our handy scoring system that follows. In each category check off those ideas that you have applied to your presentation. Add all of the elements up on the summary page. If your score is low, go back and revise your presentation. Use this as your guide for adding energy every time you speak.

### How do I get started?

Turn to the next page and start adding energy to your presentations today!

# Make Your Presentations Exciting – Apply the Energy Factor

## Grab 'Em

Create energy from the beginning by grabbing your audience with an opener that answers for them why your presentation is interesting or relevant.

Note: You can use more than one idea to grab your audience

- Question
- Startling statement
- Important statistic
- Relevant humor
- Metaphor / Analogy
- Quote
- Audience challenge
- Story
- Prop
- Comparison
- Definition
- Mystery opener
- Give out a gift
- Illustration
- Skit
- Imagine if you...
- Disclose something about yourself
- Exercise / Activity
- Game
- Reference history of place/event
- Rap, music or lyrics
- Current event as related to talk
- Read a letter, poem, article or book
- Demonstration
- News headline
- This day in history
- Video clip
- Survey



## Show 'Em

Once you have pulled your audience in then be sure to Show'Em—visually—the relevance or importance of your message. To create real energy be sure to use a variety of visuals—don't limit yourself to just PowerPoint.

- Prop
  - Literal (letter, product)
  - Figurative—metaphor
- Video
- Tablet and relevant applications
- PowerPoint
- Keynote
- Prezi
- White board
- Flip chart
- Smart board
- Poster
- Map
- Banner
- Picture
- Handout
- Card
- Audio
- Story



Stories are one of the best visuals

# Make Your Presentations Exciting – Apply the Energy Factor

## Engage 'Em

*Engage your audience by making them an active part of your presentation. When you think of it, how long can you listen to a talk when you are not engaged?*

### Humor

- Cartoons (Cartoonbank.com)
- Funny/odd pictures
- Funny video
- Humorous story/joke
- Everyday life experiences
- The unexpected

### Creativity

- Unique theme
- Distribute props
- Impersonate a character
- Skit
- Unique video



### Audience Involvement

- Quiz/survey/vote
  - Raise hands
  - Complete a handout
  - Ring bell/buzzer
  - Audience response device
  - Text message polling
- Discussion
  - Pairs
  - Group
- Answer questions
  - T/F
  - Multiple choice
  - Fill in the blank
- Activity (e.g., in group develop list of issues)
- Exercise (e.g., complete a crossword puzzle)
- Solve a problem (e.g., read case /make recommendation)
- Complete a task (e.g., organize group for new project)
- Participate in a skit
- Ask a pre-arranged question (eg., put question under chair)
- Game show (eg., Jeopardy, Family Feud)
- Debate
- Ask for a volunteer helper

## Make Your Presentations Exciting Score Sheet

**Presentation:** \_\_\_\_\_

Grab 'Em	
Show 'Em	
Engage 'Em	
<b>Total Score</b>	

**Presentation:** \_\_\_\_\_

Grab 'Em	
Show 'Em	
Engage 'Em	
<b>Total Score</b>	

**Presentation:** \_\_\_\_\_

Grab 'Em	
Show 'Em	
Engage 'Em	
<b>Total Score</b>	

**Presentation:** \_\_\_\_\_

Grab 'Em	
Show 'Em	
Engage 'Em	
<b>Total Score</b>	

### Rate Your Score and the Potential Audience Response

13+	Congratulations! You are a natural. Keep it up.
9-12	Terrific – this presentation should be an exciting presentation.
3-8	You've got the idea. But go back and see if you can add a little more energy.
2 or less	Go back to each category. You need more energy!