

Stop Presenting and Start Connecting Tip Card Sheet

STOP PRESENTING

If you want to be a speaker that draws in people you need to learn to **stop presenting all your information** and **start connecting to the people in your audience.**



I. Use More Authentic Language

When you come across authentically, listeners will stay connected because they trust and believe you.

Take the Authenticity Test.

How many can you say "yes" to?

- Would you speak this way to a friend?
- Are you the only one who could give your talk?
- Are you coming across as more than just a talking head?
- Do you often include the words "I" or "me"?
- Are you expressing your passion or interest?
- Do we know something about you when you are done?
- Are you "in" your presentation or just giving a presentation?

Here's how to use authentic language that connects:

- Use more conversational style
- Make your communication unique to you
- Humanize content – add people
- Use singular first-person pronouns
- Use statements that express your passion
- Be open to sharing more about you
- Be 100% in the presentation

2. Avoid the Deadly Presentation Traps

- a) TRAP: Kicking off with an agenda slide
AVOID: Organize your presentation to connect first
- b) TRAP: Presenting materials developed by others
AVOID: Use authentic language to make each slide your own
- c) TRAP: Including a list in your deck
AVOID: Show your thinking process and pick three most important items

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