PUBLIC SPEAKING
NUTS AND BOLTS

Always include stories in your presentations. Here is a one-stop checklist that will be sure to WOW your audience with your storytelling:

- **DON’T READ YOUR SLIDES**
  You read, they snooze.

- **SHARE SOMETHING NO ONE KNOWS OR SET UP A MYSTERY**
  The resulting oohs and ahs will be great, but more importantly you’ve hooked your audience to your topic.

- **REPEAT, REPEAT, REPEAT**
  Create a structure throughout your presentation to repeat and reinforce key points. Did I say repeat?

- **“GIVERS” VS. “TAKERS”**
  Genuinely convey that you are there to benefit the audience. We are social creatures and are more likely to trust and engage with those we perceive as “givers.”

- **LOOK AT YOUR AUDIENCE**
  Talk with — not at — your audience and do not turn your back on them to look at your slides.

- **PRACTICE MAKES PERFECT**
  Just like mama said, practice pays off!

- **PREPARE AHEAD OF TIME, NOT ONSTAGE**
  Check your mic, projector, PowerPoint, and room setup beforehand.

- **PROVIDE A “NEXT STEP”**
  Your message is more meaningful if the audience is able to immediately apply it to their lives.

- **BETTER TO END EARLY THAN GO OVER**
  Respect your audience by starting and ending on time.

- **QUESTIONS, ANYONE?**
  Answer and ask questions; it fosters greater interaction between you and your audience.