

# 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.

Remember:

Your PowerPoint ≠ Presentation

## ■ 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?

Did you know?

Evidence shows people need to hear something 7 times before they remember it

## ■ "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."

TIP:

Speak their language: don't use jargon or abbreviations. Don't let your ego get in the way.

## ■ LOOK AT YOUR AUDIENCE

Talk *with* – not at – your audience and do not turn your back on them to look at your slides.

TIP:

Periodically make eye contact with an audience member and complete your sentence or thought.

## ■ 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.

TIP:

Mistakes do happen, so smile and remain confident regardless.

## ■ PROVIDE A "NEXT STEP"

Your message is more meaningful if the audience is able to immediately apply it to their lives.

TIP:

One drop makes a ripple. Consider how your message will ripple beyond your presentation.

## ■ 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.

