

MASTERING PRESENTATIONS

Accelerating Excellence with Del Gilbert
Podcast Episode #53 - Resource Guide

*Delivering a great presentation provides a powerful impact for your audience
and creates a positive impression for you.*

CRAFT A COMPELLING BIG IDEA

Ask yourself:

- What is the main point I want to make?
- What do I want to accomplish?
- What do I want the audience to remember?

"When it's foggy in the pulpit, it's cloudy in the pew." – Robert Cavett

THE OPENING – START STRONG

- Start with why. Everyone is asking, "What's *in it for me?*"
- Give them a reason to listen.

THE BODY – PACKAGING YOUR CONTENT

- If possible, practice the rule of 3. This adds structure and organization.
- Make your point, then ***drive your point home*** with stories, analogies, quotes, and examples.
- Be focused. No stream of consciousness. No rabbit trails.
- Don't make the audience work to follow you.

THE CONCLUSION – NAIL THE LANDING!

- Summarize.
- *Imagine!* Paint a picture of how their life will be better if they apply what they just heard.

From the book, *The Presentation Coach* by Graham Davies

10 Things You Will Never Hear An Audience Member Say:

1. *That presentation should have been much longer.*
2. *The message was too easy to understand.*
3. *I needed to see 10 more slides.*
4. *Why can't they get more words on each slide.*
5. *Oh, how I ache for more numbers and statistics.*
6. *I think they should have packed a few more presentations into the conference.*
7. *He seemed too well prepared.*
8. *Her enthusiasm really put me off.*
9. *My time is not that important.*
10. *He made the subject too enjoyable.*

*The audience didn't come to see you.
They came to see what you can do for them.*