

10 Top Tips for How to Present Persuasively

1. Images speak a thousand words

Use a high-resolution image to cover the entire slide. Add your words in the notes below the slide on PowerPoint. Then print using the 'Notes' format & your words will appear for you to speak.

2. Push and Pull Influencing

There are two types of influencing; 1. Tell them and 2. Listen to them. Presenting can often be telling them. Ask your audience a question. Wait for them to answer and then build on their answers with your next piece, i.e. 'Bob, your point was valid and we can see it on this graph'. <use their name too>

3. PowerPoint is not the only format

PowerPoint slides can be effective. Mostly they are not. Build your presentation in PowerPoint. Then, allocate a piece of 'texture' to each slide. For example, slide 3 could be an A2 printed board and slide 6 could be a poster that you could refer to on the wall. Texture adds real engagement because the audience are not focussed on slides and waiting for them to end.

4. Don't show a picture of an apple and write 'apple' beneath

Adding a title to a slide that simply says, '40% Sales Growth', and then the graph shows the same, is a waste of space. Use a headline to add value. For example, not 'Apple', but 'The most popular fruit in the world'. [Source: Ted Video.](#)

5. Capture their Attention

Newspapers write, 'Freddie Starr ate my hamster'. Not, 'Once upon a time a celebrity...'. Use headlines to capture the audience's attention. Know the research; When asked what people do during a presentation - sending a text message (28%), checking email (27%), and falling asleep (17%). Source: <https://blog.prezi.com/presentation-habits-presenters-dont-like-to-admit/>

6. We read 7 times faster...

...than we speak. Therefore, if there are 7 sentences on a slide, when the presenter has finished speaking the first sentence, the audience have finished reading the seventh sentence. Do not read aloud the text on the slide. Avoid this by not having text on a slide. Or asking the audience to read the slide and then commenting, Or allowing the audience to read, as you bring the text to life with a story.

7. The Power of storytelling

Most people say that they cannot do this. Yet, ask someone to talk through an old war wound/injury, and watch them bring it to life in a story. Research has proven the value of storytelling as memorable. Include at least one story in your presentation.

8. Will your presentation influence?

Check here with these 3 checks: <https://www.makingbusinessmatter.co.uk/blog/3-ways-to-check-that-your-presentation-will-deliver-with-maximum-influence/>

9. Use Aristotle's Method

Tell them what you are going to tell them. Tell them. Tell them what you have told them.

10. Remember the 10-20-30 rule

- Contain no more than 10 slides.
- Last no more than 20 minutes.
- Use a font size of no less than 30 point.

For more tips go to https://www.youtube.com/watch?v=L4Rs0B_6kjl&list=PLc3hP2_jw9Slq0tClOj-L1r3ridtmq_99 and watch Presentation Skills Tips 1 minute videos.