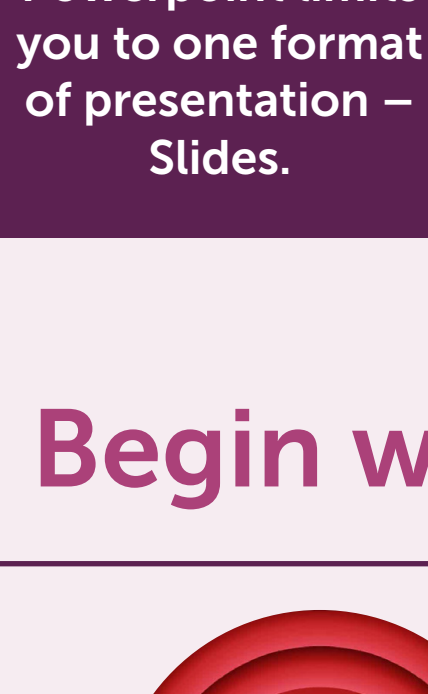


Presentation Skills Ultimate Infographic

Don't Start with Powerpoint

7 Steps to Creating an Effective Presentation

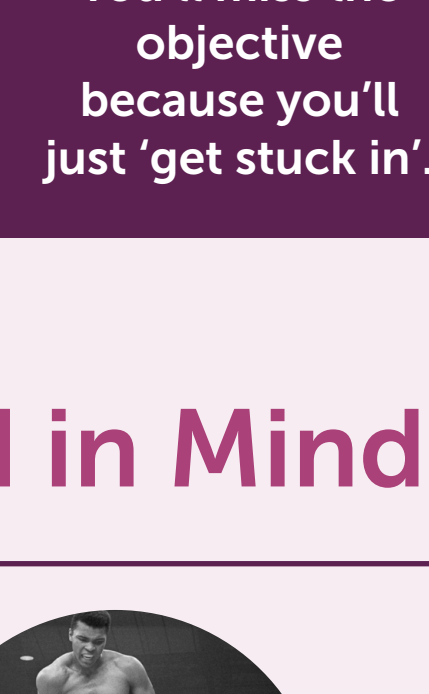
Most people that need to write a presentation start with powerpoint. This will make your presentation ineffective because:



Powerpoint limits you to one format of presentation – Slides.

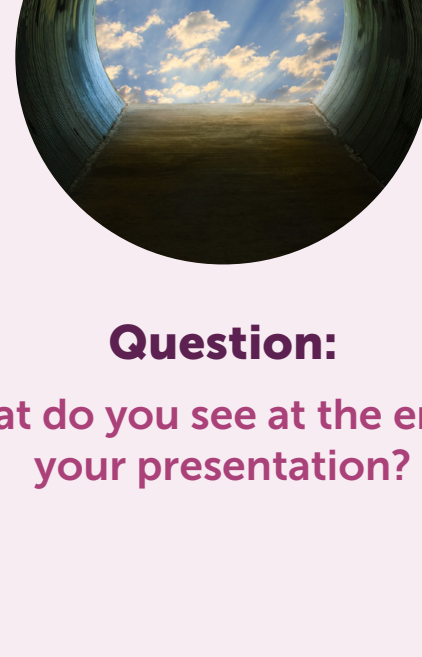


Not one of history's greatest speeches used slides!



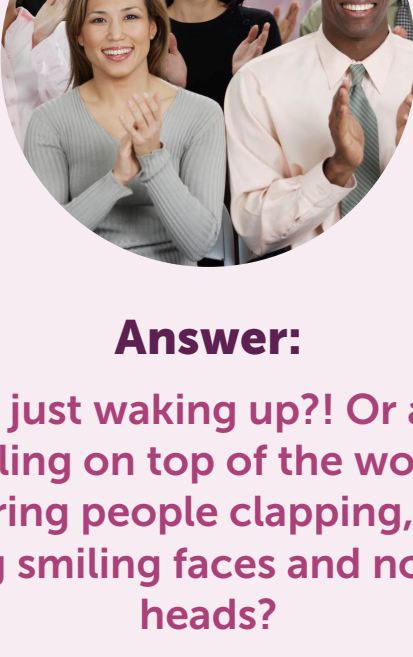
You'll miss the objective because you'll just 'get stuck in'.

Step 1: Begin with the End in Mind



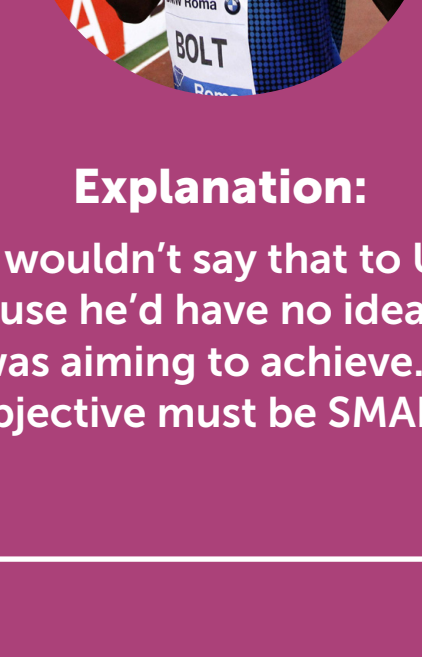
Explanation:

The author of the 7 Habits of Effective People, Stephen R. Covey, told us to 'Begin with the End in Mind'.



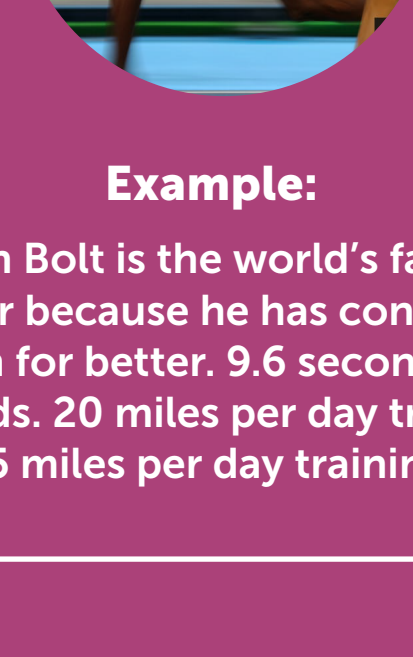
Example:

Mohammad Ali trained thinking about his opponent on the floor of the boxing ring and Ali's hand held high by the ref.



Question:

What do you see at the end of your presentation?



Answer:

People just waking up?! Or are you feeling on top of the world, hearing people clapping, and seeing smiling faces and nodding heads?

Step 2:

'Could you run that pretty quick please mate?' – Speaking to Usain Bolt.



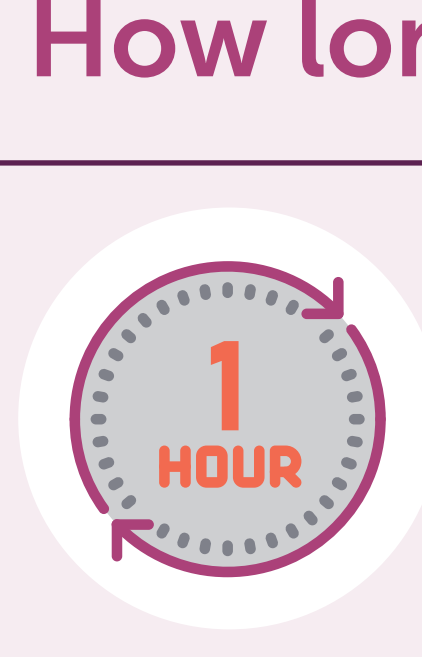
Explanation:

You wouldn't say that to Usain because he'd have no idea what he was aiming to achieve. Your objective must be SMART.



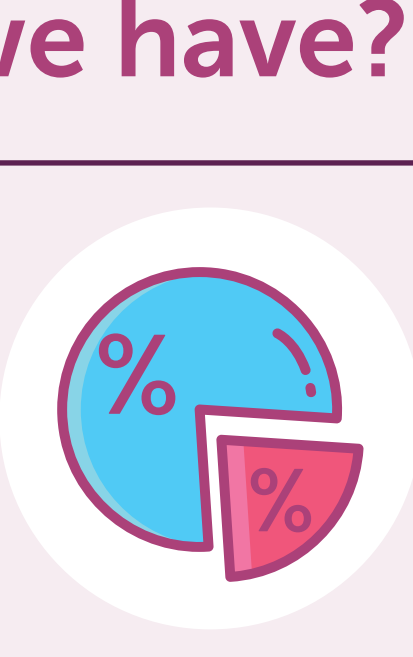
Example:

Usain Bolt is the world's fastest runner because he has continued to aim for better. 9.6 seconds. 9.58 seconds. 20 miles per day training. 25 miles per day training.



Question:

What are your 3 S.M.A.R.T. objectives for this presentation? (Don't know what S.M.A.R.T. is? Search 'Smart Objectives MBM'.



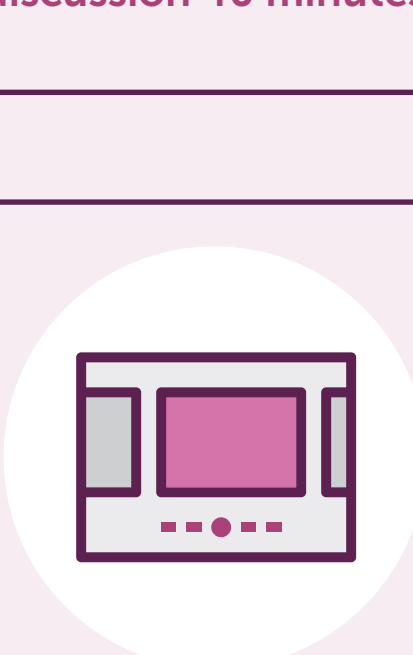
Answer:

By the end of this presentation I will have agreement to sales worth £100k.



Explanation:

Just because you have an hour, does not mean that your presentation should be an hour.



Example:

If you want to pitch a range of products, the presentation could be 20-minutes and then the discussion 40 minutes.



Question:

How much time will you give to the start, the end, the presentation, and the discussion?



Answer:

If you are using slides allow for 3 minutes per slide, as a minimum. Therefore if you are presenting for 20-minutes, you can have 7 slides.



Question:

What is each person thinking about this presentation? Are they looking forward to it? Is it an inconvenience? What are their expectations?



Answer:

Maybe, Person A: 'I don't know this person.' Person B: 'Last time he was awful'. Person C: 'I want a cheap deal'.



Question:

What is each person thinking about this presentation? Are they looking forward to it? Is it an inconvenience? What are their expectations?

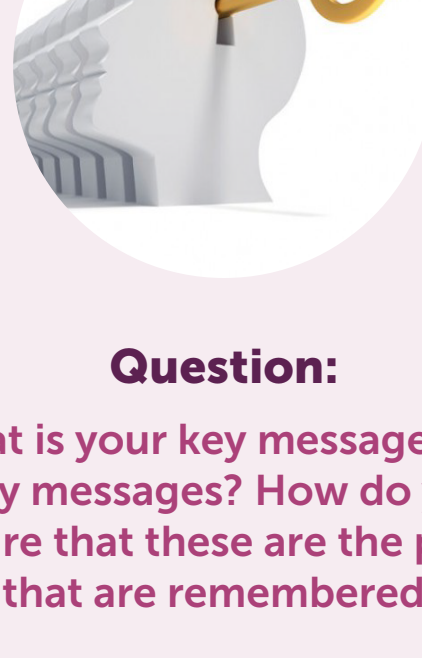


Answer:

Maybe, Person A: 'I don't know this person.' Person B: 'Last time he was awful'. Person C: 'I want a cheap deal'.

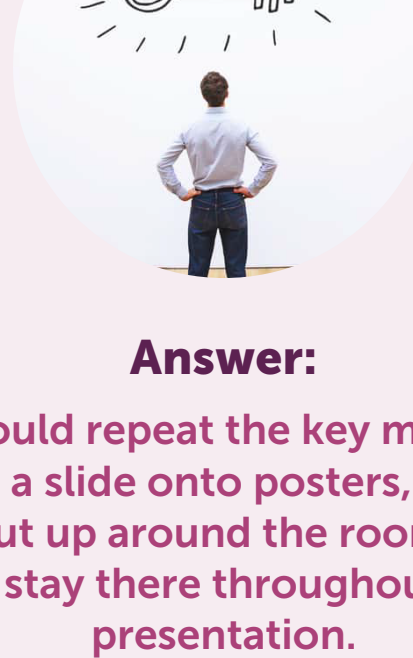
Step 4:

Audience: Edward De Bono's O.P.V. Tool



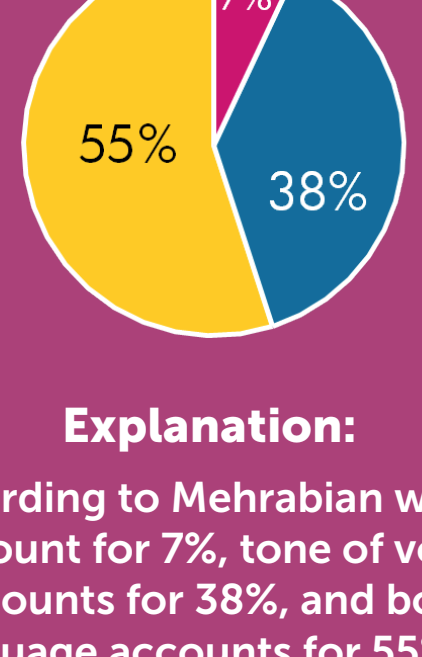
Explanation:

Edward De Bono is famous for, well, thinking. He came up with the six hats, etc. 'O.P.V.' is Other People's View.



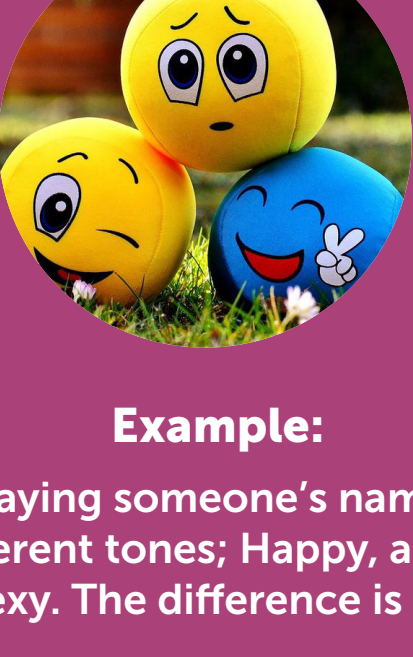
Example:

This simple tool asks you to first list the members of the audience (obviously if not a crowd). Then, 'get into their shoes' and list what each is thinking.



Question:

What is each person thinking about this presentation? Are they looking forward to it? Is it an inconvenience? What are their expectations?

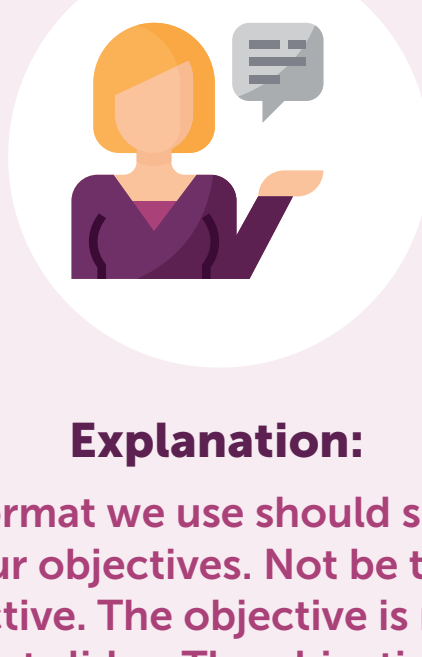


Answer:

Maybe, Person A: 'I don't know this person.' Person B: 'Last time he was awful'. Person C: 'I want a cheap deal'.

Step 5:

Winston Churchill's speech was remembered for 'We will fight them on the Beaches...' – Key messages...



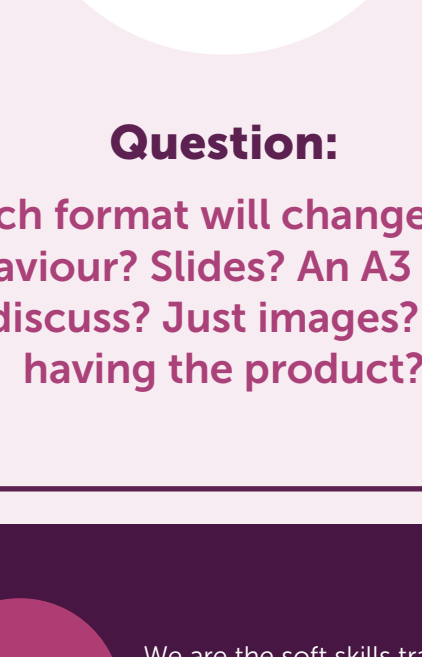
Explanation:

Churchill's speech was 3,768 words. History remembers 7 words. You need to identify your key message. The key take-away that you want them to remember.



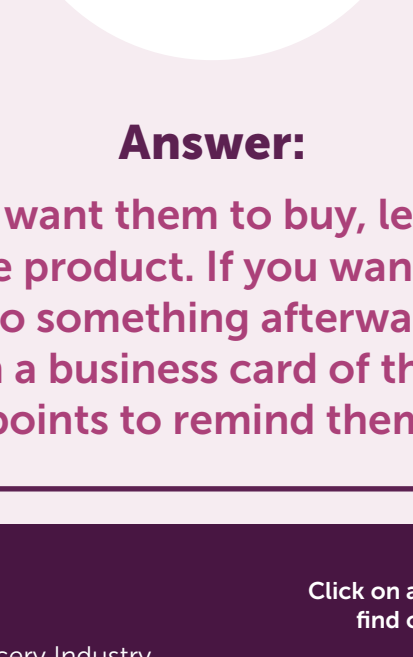
Example:

Speeches are similar to presentations. You want people to change their behaviour as a result of your presentation. The last presentation you saw, what do you remember?



Question:

What is your key message, or 3 key messages? How do you ensure that these are the pieces that are remembered?



Answer:

You could repeat the key messages from a slide onto posters, which you put up around the room. They then stay there throughout your presentation.

Step 6:

Do you remember when your Mum used your full name and in a way you knew you'd done something wrong?

Explanation:

According to Mehrabian words account for 7%, tone of voice accounts for 38%, and body language accounts for 55% of the liking.

Example:

Try saying someone's name in 3 different tones; Happy, angry, or sexy. The difference is huge.

Question:

Imagine a post-it note on your head with one behavioural word on it, what would it be?

Answer:

If you walked into the presentation with 'Worried' on your head, your words, tone and body language would reflect it. How about 'Confident' instead?

Step 7:

Don't use your slides like a drunk uses a lamp-post, for support. Use them for illumination.

Explanation:

The format we use should support our objectives. Not be the objective. The objective is not to present slides. The objective is to change their behaviour.

Example:

We've all been there. 'He's reading the slides to us. Oh my god! And especially as we can read 7 times faster than he can speak. We are just waiting for him to catch-up...'

Question:

Which format will change their behaviour? Slides? An A3 sheet to discuss? Just images? Just having the product?

Answer:

If you want them to buy, let them try the product. If you want them to go do something afterwards give them a business card of the key points to remind them.