

The Exceptional Presenter by Timothy Koegel

A Summary

Organized (structuring your story):

- Keep your message short, relevant, focused, and VISUAL
- What you say last will be remembered most
- Grab their attention at the beginning
- Look prepared
- Consider the five components of a good presentation (begin with a purpose; state an objective, purpose, mission or goal; Clarify the situation/position/issues; Clarify the end result/benefits/consequences; give an action step
- Look prepared (show up 60 minutes in advance and spend only 40 of it on technological set up)

Passionate:

- The power of non-verbal communication
 - Posture
 - “first impressions last”
 - the tone of the presentation is set before the presentation begins
 - Basic posture (hands down) is important to master
 - Kill the T-Rex posture
 - See book for helpful practice tips for posture
- Vary voice volume
- Vary voice tempo/pacing
- Eliminate verbal graffiti (“um” “like”)
- Eliminate “condescenders” (“okay?”)

Engaging:

- To earn respect, first connect
- Five surefire ways to kill presentation
 - Talk about yourself
 - Avoid eye contact
 - Don't smile
 - Read your speech
 - Use inappropriate or sarcastic humor
- “I hear and I forget. I see and I remember. I do and I understand.” – Chinese Proverb (this goes for presentations as well as outreach!)

• Remember 11 rules of engagement

- Speak to your audience's interests
- Use stories, examples, anecdotes
- Eye contact – every person in room
- Don't talk to inanimate objects
- Smile
- Use names early and often
- Get to your feet
- Use current events
- Humor
- Read your audience
- Get your audience involved

Natural:

- Use conversational speech
- Still, strive for standard grammar
- Still, leave out verbal graffiti
- Still, strive for verbal precision
- Strive to sound off-the-cuff, spontaneous, comfortable
- Strive NOT to sound scripted, guarded, distant, programmed, hesitant
- Pauses should be purposeful
- Don't force a smile...let your enjoyment take over (that requires PRACTICE)

Understand your audience:

- The quickest way: demonstrate that you understand their business, their issues, and their concerns
- Like all good marketing prose, you should keep your audience's fears and aspirations primary in your mind. Make one of those two things drive your initial sentences (and your whole presentation)
- Dress appropriately
- See book for good list of questions (p 127)

Practice:

- This applies to BEFORE THE PRESENTATION and GIVING MANY PRESENTATIONS

Other:

- Also, see book for help with practicing for Q and A (135-143)
- Also, rehearse in 3-minute segments
- Also, “don't try to tell them everything you know”
- Also, be yourself!
- See book for helpful worksheets