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Presentation Tips

I've run over 30 events, coached over 300 speakers, and delivered 100s of presentations myself.

Use these 7 tips to make your presentations shine every single time.

#1: Start with the audience.

People who deliver the best presentations do it for the audience. So, here are a few easy ways to do that:

• Put aside what YOU want to talk about
• Find out who's in the audience
• Think about what they want to hear

The audience comes first.

#2: Consider the transformation.

The best presenters know where they want to take the audience.

Instead of a 'speech about x' they consider the audience journey

• Where will they be at the start of the talk?
• Where will they be at the end?

Plan with transformation in mind.

#3: Plan the opening + the close.

The people who master their presentations know something 99% of people don't.

It's the beginning + the end that people remember.

Have a well-crafted open + close.

- No long introductions
- No apologies
- No excuses

It'll grab their attention. And it'll leave them with something to think about.

#4: Use stories.

Stories are the fastest way to connect with the audience.

Stories:

• Add humour
• Share a piece of you
• Make it memorable

Use stories throughout in every talk you give.

#5: Don't script it

It's hard to make a scripted talk seem genuine. An outline is enough.

When I over-prepared I couldn't connect with the audience. My mind raced ahead remembering the next line.

I wasn't truly present.

Allow yourself to connect with the words + the audience.

#6: Aim to go under time.

The worst talks run over time. This steals time from your audience and from those speaking after you.

It's selfish.

It's likely your talk will be longer than you practised. So aim to run short.

Nobody complains about a presentation finishing early.

#7: Leave slide prep till the end.

Finally, this is the most important tip of all.

All successful presenters know one thing:

The slides aren't your talk.

Design your slides last. And only use them if they add value to your core message.

The audience is there to see you.

TL;DR - 7 tips that will help make your presentations shine.

- #1 Start with the audience
- #2 Consider the transformation
- #3 Plan the opening + the close
- #4 Use stories
- #5 Don't script it
- #6 Aim to run under time
- #7 Leave slide prep till the end

Finally

**Your audience will forget 90% of what you say in your presentation
They will remember:**

- The beginning
- The end
- The call to action
- How you made them feel