

Making Everything Easier!™

Innovative Presentations

FOR
DUMMIES®
A Wiley Brand

Learn to:

- Impress with superior, compelling, and creative presentations
- Use innovative ideas to out-present competitors
- Identify your audience's needs

Ray Anthony

Expert on business and sales presentations

Barbara Boyd

Marketing and technology consultant





by Ray Anthony and Barbara Boyd



Innovative Presentations For Dummies®

Published by: **John Wiley & Sons, Inc.**, 111 River Street, Hoboken, NJ 07030-5774, www.wiley.com

Copyright © 2014 by John Wiley & Sons, Inc., Hoboken, New Jersey

Published simultaneously in Canada

No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning or otherwise, except as permitted under Sections 107 or 108 of the 1976 United States Copyright Act, without the prior written permission of the Publisher. Requests to the Publisher for permission should be addressed to the Permissions Department, John Wiley & Sons, Inc., 111 River Street, Hoboken, NJ 07030, (201) 748-6011, fax (201) 748-6008, or online at <http://www.wiley.com/go/permissions>.

Trademarks: Wiley, For Dummies, the Dummies Man logo, Dummies.com, Making Everything Easier, and related trade dress are trademarks or registered trademarks of John Wiley & Sons, Inc., and may not be used without written permission. All other trademarks are the property of their respective owners. John Wiley & Sons, Inc., is not associated with any product or vendor mentioned in this book.

| |
|--|
| <p>LIMIT OF LIABILITY/DISCLAIMER OF WARRANTY: WHILE THE PUBLISHER AND AUTHOR HAVE USED THEIR BEST EFFORTS IN PREPARING THIS BOOK, THEY MAKE NO REPRESENTATIONS OR WARRANTIES WITH RESPECT TO THE ACCURACY OR COMPLETENESS OF THE CONTENTS OF THIS BOOK AND SPECIFICALLY DISCLAIM ANY IMPLIED WARRANTIES OF MERCHANTABILITY</p> |
|--|

OR FITNESS FOR A PARTICULAR PURPOSE. NO WARRANTY MAY BE CREATED OR EXTENDED BY SALES REPRESENTATIVES OR WRITTEN SALES MATERIALS. THE ADVISE AND STRATEGIES CONTAINED HEREIN MAY NOT BE SUITABLE FOR YOUR SITUATION. YOU SHOULD CONSULT WITH A PROFESSIONAL WHERE APPROPRIATE. NEITHER THE PUBLISHER NOR THE AUTHOR SHALL BE LIABLE FOR DAMAGES ARISING HEREFROM.

For general information on our other products and services, please contact our Customer Care Department within the U.S. at 877-762-2974, outside the U.S. at 317-572-3993, or fax 317-572-4002. For technical support, please visit www.wiley.com/techsupport.

Wiley publishes in a variety of print and electronic formats and by print-on-demand. Some material included with standard print versions of this book may not be included in e-books or in print-on-demand. If this book refers to media such as a CD or DVD that is not included in the version you purchased, you may download this material at <http://booksupport.wiley.com>. For more information about Wiley products, visit www.wiley.com.

Library of Congress Control Number is available from the publisher.

ISBN 978-1-118-85665-9 (pbk); ISBN 978-1-118-85661-1 (ebk); ISBN 978-1-118-85671-0

Manufactured in the United States of America

10 9 8 7 6 5 4 3 2 1

Innovative Presentations For Dummies

Visit

www.dummies.com/cheatsheet/innovativepresentations to view this book's cheat sheet.

Table of Contents

Introduction

[About This Book](#)

[Foolish Assumptions](#)

[Icons Used in This Book](#)

[Beyond the Book](#)

[Where to Go from Here](#)

Part I: Getting Started with Innovative Presentations

Chapter 1: Winning Traits of Innovative Presentations

[Understanding the Different Types of Business Presentations](#)

[Finding Common Characteristics of Consistently Winning Presentations](#)

[Factoring for effectiveness and efficiency](#)

[Remembering the Five Cs: Being clear, concise, compelling, captivating, and convincing](#)

[Combining the Message, Messenger, and Medium](#)

[Creating the message](#)

[Prepping the messenger](#)

[Choosing the medium](#)

Chapter 2: Communicating Innovatively

[Changing with the Times](#)

[Defining innovation](#)

[What it means to be an innovator](#)

[Why innovation matters to business](#)

[Describing the Innovative Presentation](#)

[Using the innovation process](#)
[Re-imagining, reinventing, and remaking your presentations](#)
[Choosing evolutionary or revolutionary](#)
[Deciding when to be innovative](#)
[Applying innovation to business presentations](#)
[Mixing low tech and high creativity for sales](#)
[Latching onto ideas and examples](#)

Chapter 3: Coming Across as a Consummate Presenter

Being the Messenger and Message

[Identifying the qualities of a consummate presenter](#)
[Advancing your skills](#)

Projecting Your Desired Image

[Pursuing the ideal image](#)

Incorporating Innovative Competencies

Part II: The Secrets of Presentation Success

Chapter 4: Analyzing and Focusing on Your Audience

Doing Your Research

Understanding Your Audience

[Targeting the four dominant personality types](#)
[Building credibility and trust](#)

Getting to Know the Four Personality Types

[Director personality](#)
[Thinker personality](#)
[Energizer personality](#)
[Affable personality](#)

Presenting to a Mixed Group of Personality Types

[Scoping out the crowd](#)
[Warming up the room](#)
[Appealing to the entire crowd in your presentation](#)

Chapter 5: Planning Your Winning Strategy

Planning for Success

[Setting goals: What do you want to achieve?](#)
[Creating objectives for your strategy to fulfill](#)

Crafting a Winning Strategy

[Preparing for the worst](#)
[Learning by example](#)

Chapter 6: Creating Compelling Content

Getting Your Content Up to Par

[Determining your content's purpose](#)
[Covering your points in priority order](#)
[Navigating content](#)

Adding Variety and Impact

[Using facts](#)

[Giving examples](#)
[Citing references](#)
[Telling stories](#)
[Going by the numbers](#)
[Quoting experts](#)
[Contrasting and comparing](#)
[Giving demonstrations](#)
[Defining terms](#)
[Answering rhetorical questions](#)
[Explaining yourself](#)
[Making assumptions](#)
[Showing testimonials](#)
[Making analogies](#)

Chapter 7: Honing Your Platform Skills

Using Your Voice to Command Attention

[Rule 1: Speak out loud](#)
[Rule 2: Project your voice — without shouting](#)
[Rule 3: Vary your volume](#)
[Speaking softly](#)
[Adjusting your rate](#)
[Adding a solid punch to a statement](#)
[Pausing eloquently](#)

Captivating Audiences with Your Eyes

[Understanding the importance of eye contact](#)
[Speaking with your eyes](#)
[Keeping eye contact with a large audience](#)

Finding the Right Posture

[Giving a bad impression with the wrong posture](#)
[Standing tall](#)
[Rocking and rolling](#)
[Moving gracefully and purposefully](#)

Making the Right Facial Expressions

Gesturing Creatively

[Exploring gesture types](#)
[Making a grand gesture](#)
[Eliminating distracting gestures](#)

Chapter 8: Choosing Resources and Rehearsing Your Presentation

Considering the (Re)source

[Making a list, checking it twice](#)
[Making room for improvement](#)

Practicing Makes Perfect

[Taking every opportunity to practice](#)
[Recording yourself](#)
[Rehearsing is not practicing](#)

Part III: Giving a Great Presentation

Chapter 9: Captivating Your Audience

[Touching on the Laws of Communication Impact](#)

[Starting with the Law of Primacy](#)

[Starting Off on the Right Foot](#)

[Making a dynamic first impression](#)

[Using mild-to-wild creativity](#)

[Building Your Introduction](#)

[Sticking with tradition](#)

[Spicing it up](#)

[Engaging the audience with questions](#)

[Adding a little humor](#)

[Setting the stage](#)

[Starting out bold and interesting](#)

[Phrasing transitions](#)

Chapter 10: Keeping Your Audience on the Edge of Their Seats

[Standing and Shouting Out: The Law of Emphasis and Intensity](#)

[Comparing and contrasting](#)

[Changing your voice](#)

[Adding pizzazz](#)

[Highlighting specific aspects](#)

[Using special effects](#)

[Telling a story](#)

[Demonstrating your point](#)

[Propping up](#)

[Tech-ing out](#)

[Involving Your Audience: The Law of Exercise and Engagement](#)

[Involving the audience](#)

[Encouraging interaction](#)

[Hitting Their Hot Buttons: The Law of Interest](#)

[Facing the Consequences: The Law of Effect](#)

Chapter 11: Ending on a High Note

[Concluding Effectively: The Law of Recency](#)

[Impacting Your Audience Right to the End](#)

[Conclude, don't include](#)

[Signal that the end is near](#)

[End it already](#)

[Be neither meek nor weak](#)

[Leave with a strong message](#)

[Giving a Tactical Conclusion](#)

[Repeating a theme \(with a twist\)](#)

[Leaving them smiling](#)

[Offering impressive incentives](#)

[Engineering Your Conclusion with Building Blocks](#)

[Ending with motivation and inspiration](#)

[Advocating a new strategic approach and direction](#)

[Giving the audience a happy ending](#)

[Offering an informational conclusion](#)

Chapter 12: Reminding Your Audience of Your Message

Driving Your Message Home

Finding repetitive balance

Using verbatim repetition

Creating 360 degrees of repetition

Chapter 13: Dealing with Questions, Resistance, and Audience Hostility

Taking Advantage of Questions

Planning, preparing, and rehearsing

Getting the ball rolling

Taking it step by step

Responding when you don't know the answer

Handling loaded or attack questions

Dealing with Distractions, Problem People, and Resistance

Talking on the side

Deflating windbags

Handling phones during presentations

Staying in charge

Dealing with objections

Handling reluctance to change or start something new

Strategizing to overcome objections

Part IV: Mixing Creativity and Technology

Chapter 14: Reinventing How You Create and Use Multimedia Visuals

Appealing to Your Audience's Sensory Perception

Conveying concept, solution, experience, and feeling

Showing and telling

Choosing Visuals Wisely

Relating words and visual elements

Building and directing the flow of information

Highlighting and Emphasizing Points

Using color

Stylizing text

Pointing and circling

Adding Variety and Interest

Incorporating custom video

Creating custom animations

Using stock media

Chapter 15: Using Presentation Board Systems, Flip Charts, and Props

Stepping Up to the Presentation Board

Using presentation boards to your benefit

Reaching out to your audience

Choosing the right board style

Presenting at a Poster Session

[Borrowing from poster people](#)

[Considering Your Display Options](#)

[Using tabletop displays](#)

[Making attractive, active displays](#)

[Tinkering with quick, inexpensive displays](#)

[Propping Up Your Audience's Interest](#)

[Watching props in action](#)

[Printing 3-D prototypes](#)

[Flipping over Flip Charts](#)

[Chapter 16: Winning Proposals and Presentation Handouts](#)

[Creating Stunning Proposals](#)

[Taking the competition to lunch](#)

[Igniting profits for your customer](#)

[Revving up market share and profits](#)

[Painting a vision for bigger market share and profits](#)

[Creating proposal cans and boxes](#)

[Checking out other examples](#)

[Adding multimedia](#)

[Giving Out Effective Presentation Handouts](#)

[Designing and using handouts](#)

[Adding originality, punch, and creativity to your handouts](#)

[Chapter 17: Going Beyond Bullets on Slides](#)

[Thinking in a Nonlinear Way](#)

[Preparing for every possible situation](#)

[Responding to specific requests](#)

[Choosing the Best App for You](#)

[Working online or offline](#)

[Incorporating existing materials](#)

[Reviewing available app options](#)

[Chapter 18: Selecting and Setting Up Hardware](#)

[Determining the Best Equipment Setup for the Situation](#)

[Presenting one-on-one](#)

[Presenting to a small group in your conference room](#)

[Presenting to a small group in their conference room](#)

[Presenting at a training session](#)

[Presenting at a conference or as part of a panel](#)

[Presenting a keynote speech](#)

[Presenting at a webinar or online meeting](#)

[Keeping Your Devices Presentation Ready](#)

[Using State-of-the-Art Projection Equipment](#)

[Connecting to a Projector or Monitor](#)

[Controlling the show from your tablet or smartphone](#)

[Bringing offsite guests online](#)

[Using your tablet as a teleprompter](#)

[Chapter 19: Visiting the Future Today](#)

Incorporating New Technology

Augmenting reality

Gesturing and gesticulating

Demonstrating prototypes

Taking Your Presentation Online

Meeting virtually

Sharing presentations

Presenting remotely

Part V: Tailoring the Message

Chapter 20: Giving an Opportunities, Results, and Benefits Presentation

Focusing on Your Client's Needs and Wants

Interpreting needs analysis and interviews

Covering key priorities in order

Giving Your OR&B Presentation

Listing options

Comparing to competitors

Chapter 21: Presenting to Executives and Decision Makers for SurefireWins

Surveying the Decision Makers

Structuring Your Presentation

Keeping it simple

Projecting confidence and flexibility

Being a master of your topic

Rehearsing your lines

Considering Content

Discussing additional details

Coming up with solutions to problems

Chapter 22: Condensing Your Pitch: The Elevator-Ride Approach

Making the Most of Your Sound Bite

Describing what you do

Developing a concise, compelling pitch

Testing your pitch

Minding Your Business

Customizing your pitch

Using your elevator pitch in other circumstances

Chapter 23: Presenting as an Impressive Team

Defining a Quality Team Presentation

Making the Team

Passing the baton

Sitting on the bench

Avoiding common mistakes

Rehearsing Your Lines

Planning your rehearsals

[Finalizing the presentation with a dress rehearsal](#)

[Planning for Ultimate Success](#)

[Giving background information](#)

[Creating a strong outline](#)

[Focusing on priorities](#)

[Implementing a timeline](#)

[Preparing for the worst](#)

[Creating support materials](#)

[Part VI: The Part of Tens](#)

[Chapter 24: Ten Traits of Innovative Presenters](#)

[Coherence](#)

[Curiosity](#)

[Enthusiasm](#)

[Generosity](#)

[Honesty](#)

[Humility](#)

[Innovative](#)

[Preparedness](#)

[Punctuality](#)

[Rehearsed](#)

[Chapter 25: Almost Ten Reminders from the Laws of Communication Impact](#)

[Law of Primacy](#)

[Law of Emphasis and Intensity](#)

[Law of Exercise and Engagement](#)

[Law of Interest](#)

[Law of Effect](#)

[Law of Recency](#)

[Law of Repetition](#)

[About the Authors](#)

[Cheat Sheet](#)

[More Dummies Products](#)

[End User License Agreement](#)

Introduction

Sooner or later in your professional life, regardless of your profession or position, you'll have to give that really important presentation. Or perhaps giving presentations is your profession and you're looking for new ideas and a razor sharp added edge to boost your already successful career. This book focuses on several distinct and unique aspects of the arc of creating a presentation: topic selection, audience analysis, visual design, and delivery technology and techniques — and imaginative ideas and strategies. This book brings together the latest presentation tactics and technologies to help nascent, casual, and experienced presenters — whichever you might be — develop, write, and give innovative, stimulating presentations, and most important, presentations that give you over the top results — consistently.

About This Book

More than 20 years ago, PowerPoint revolutionized presentations. If you ever used 35-millimeter slides and overhead transparencies to show visuals along with your spoken presentations, you know how drastically PowerPoint changed things: You could do the visuals yourself without sending out files to be developed on slides, you could use as many fonts and colors as your computer allowed, and you could tweak your presentation right up to the few seconds before you gave it.

In the last five years or so, presentation style has evolved once again due to technological developments and

research into how people learn and absorb information. If you're using text-heavy bulleted lists and complex charts and graphs, this book introduces you to the new style of presentations that incorporate video, single striking images, few (but very impacting) words, animation, and augmented reality. Rather than listening to one talking head for 45 minutes, speakers and actions change every ten minutes or so to appease the audience's multitasking, easily distracted attention span.

This book shows you how to design and deliver presentations that use the newest technologies and take advantage of what we know about learning to keep the audience's attention. The parts flow in a chronological order, taking you from audience analysis to idea development, to presentation design, and finally how to use the technology, including computers, projectors, tablets, and various presentation apps to deliver your presentation by yourself or with a team. Each chapter, however, is written to stand alone so you can choose a topic that most interests or serves you and start there — you don't have to read cover to cover.

We provide questionnaires, flow charts, and tools to assist you in each step of creating your presentation. Throughout the book we include scenarios that exemplify the techniques we talk about, along with many figures to better illustrate our points. You can adapt these for your own uses or use them as inspiration to create your own innovative presentations.

Within this book, you may note that some web addresses break across two lines of text. If you're reading this book in print and want to visit one of these web pages, simply key in the web address exactly as it's noted in the text, as though the line break doesn't exist. If you're reading

this as an e-book, you have it easy — just click the web address to be taken directly to the web page.

Foolish Assumptions

In writing this book, we made a few assumptions about you, dear reader. To make sure that we're on the same page, we assume that

- ✓ You work in a sales, marketing, or entrepreneurial capacity and have some experience talking with other professionals and clients about your product or service.
- ✓ You make presentations to colleagues, peers, potential and existing clients, or investors to train, sell products or services, and close deals.
- ✓ You want to significantly improve the results and audience response you receive when you make a presentation.
- ✓ You've used, or have an idea of how to use, a computer and presentation apps, such as PowerPoint or Keynote, but are frustrated with the ho-hum appearance of your visuals.
- ✓ You have at least a general concept of the phenomenon known as the Web (or, more formally, the World Wide Web).
- ✓ You acknowledge that it's up to you to go on the Web to find updated information about the products described throughout this book.
- ✓ You appreciate — or roll your eyes at — our goofy sense of humor and sometimes exaggerated scenarios.

- ✓ You want to create engaging, compelling, and spectacular presentations that demonstrate your innovative, creative, and problem-solving spirit.
- ✓ You know that your authors' names are Ray and Barbara, so that when you encounter a story that starts out, "When Ray presented to a herd of Tasmanian devils ..." you wonder about Tasmania and not who Ray is.

Icons Used in This Book

To help emphasize certain information, this book displays different icons in the page margins.



The Tip icon points out useful bits of information that can help you do things more efficiently or explain something helpful that you might not know. Sometimes Tips give you another way of doing a task explained previously.



Remember icons mark the information that's particularly important to consider or that has been mentioned previously. This icon often points out useful information that isn't threatening, like a Warning, but should be factored into your preparation.



This icon highlights interesting information that you don't necessarily need to know but that can help explain why certain things work the way they do or why people behave the way they do. Feel free to skip this information if you're in a hurry, but browse through this information when you have time.



Watch out! This icon highlights something that can damage your presentation or reputation — don't worry, there aren't too many in this book. Make sure that you read any Warning information before following any instructions.

Beyond the Book

If we'd put all the data we had into this book, you'd be holding a thousand-page tome in your hands. We trimmed and edited and pulled out only the most relevant information, however, some innovative items remain that we want to share with you. Go to <http://www.dummies.com> to find the following:

✓ **Cheat Sheet:**

(www.dummies.com/cheatsheet/innovativepresentations) We put some goodies online for you, including the Innovative Presentation Model, which you can print out, laminate, and hang next to your workspace to refer to while you're planning your presentations. You can also find an audience analysis grid and an itemized evaluation sheet, which guides you and your colleagues to provide feedback to each other when rehearsing team presentations.

✓ **Dummies.com online articles:**

(www.dummies.com/extras/innovativepresentations) We give you several articles that supplement the information in the book. You can read about boosting your strategic thinking, check out tips for presenting in a different language, and learn a quick trick for improving scientific presentations — plus a couple other surprises.

Where to Go from Here

Like all *For Dummies* books, you can begin reading at page 1 or dive in at page 100, depending on your experience with presentations and your immediate interests.

For example, if you'll be attending a networking event soon, flip to Chapter [22](#) to learn about composing an *elevator pitch*, which is a very brief description of you, your job, and your company all told in pithy prose from the listener's point of view. If that doesn't pique your interest about that chapter, we don't know what will.

If you find you have a hard time reading people, check out Chapter [4](#), which guides you through analyzing your audience and quickly identifying personality types and the best way to speak to each, as well as how to work the room when there's more than one type present.

If you want to understand what an innovative presentation is, start with Chapter [2](#), which introduces the concepts that we explore throughout the rest of the book. And, to find out about using the latest technology for your presentations, Chapters [17](#), 18, and 19 talk about presentation apps, hardware, and future technologies.

Part I
**Getting Started with
Innovative Presentations**



Visit www.dummies.com for more great Dummies content online.

In this part ...

- ✓ Learn about the different types of innovative presentations.
- ✓ Create clear, concise messages.
- ✓ Understand key presentation elements.
- ✓ Discover why innovation .
- ✓ Find ways innovation transforms traditional presentations.
- ✓ Examine the traits of innovative presenters.
- ✓ Evaluate your presentations with specific performance indicators.

Chapter 1

Winning Traits of Innovative Presentations

In This Chapter

- ▶ Identifying the type of presentation
 - ▶ Striving for effectiveness and efficiency
 - ▶ Delivering a clear, concise message
 - ▶ Understanding the three key presentation elements
-

A *formal presentation* is when you make a speech at a conference or introduce your product or service to a potential client, in each case accompanied by visuals in the form of slides, videos, or props. However, when you hone your presentation skills, you find you can use them when you talk about a project in a staff meeting, when you introduce yourself at a networking event, or when you ask for donations for your favorite charity. In this chapter, we outline the different types of business presentations and introduce you to the concepts that make an innovative presentation, which we cover in depth in other chapters of this book.

Understanding the Different Types of Business Presentations

In business, any structured conversation with a specific goal and strategy can be construed as a presentation, however informal.

For example, when someone asks, “What do you do?” you present yourself in what we refer to as an *elevator pitch* — a brief, 30- to 60-second introduction that prompts the listener to say, “Tell me more.” Or, when you want to convince your manager to increase the budget to hire a social networking specialist, even if it’s an informal conversation, you must present your idea and the potential return on investment.

The following list defines the most common types of business presentations. The steps to creating the presentations listed here are the same, but the objectives and delivery vary. We made this a comprehensive list; however, you may know of other kinds of presentations, too.

- ✓ **Boardroom:** When you come face-to-face with the executive staff of your company or of a (potential) client, you must prepare yourself for acute scrutiny. Your presentation should include high-level information, but you must be ready to provide details if asked. More than in any other type of presentation, you need to be precise and concise when making a boardroom presentation.
- ✓ **Conceptual:** When you have an idea that’s yet to come to fruition, you present a concept. However, you don’t throw out your concept willy-nilly, you need to think about and consider your ideas. A conceptual presentation often includes plenty of time for discussion with the audience, as they usually have questions and feedback, which help you better define your idea.

- ✓ **Elevator pitch:** The most succinct, yet in some ways most difficult, presentation lasts not more than about one to two minutes. In that short time, you should be able to clearly describe yourself, your product or service — with wit and aplomb. (We tell you how to compose your elevator pitch in Chapter [21](#).)
- ✓ **Financial/operational:** The challenge with a financial or operational presentation lies in making numbers interesting. Of course, if you're talking about a 400 percent increase in profits, you have it easy, otherwise, you need to incorporate graphs and visuals that keep your audience interested. With these presentations, you generally discuss outcomes, trends, relationships, causes and effects, implications, and likely consequences shown by the numbers.



We recommend Perspective (<http://pixxa.com/perspective>), which turns your numbers into interesting charts and graphs. The app itself is free; you purchase the graphs that you create or purchase a yearly subscription.

- ✓ **Formal/informal:** Most presentations fall into one of these two categories, determined by many factors such as the industry, your familiarity with the audience, your presentation goal, and the setting.



Informal doesn't mean sloppy; even in an informal, more conversational and discussion-oriented presentation, you should show up prepared and be polite and professional.

- ✓ **Informational:** Most presentations convey information, but in an informational presentation, the objective is to — drum roll, please — share information that an audience needs and wants and will use in some fashion in their job. If you conduct research and then present the results at a professional conference, your aim is to give an unbiased, informational presentation.
- ✓ **Motivational:** If you're asked to give a keynote speech at an event, chances are you'll give a motivational presentation. Your presentation will contain several personal anecdotes, examples, and memorable stories that your audience can relate to — probably of how you faced a difficult situation, overcame it, and what you learned from it. You want to convey enthusiasm and passion about your topic and instill inspiration in your audience.
- ✓ **Persuasive:** As opposed to the informational presentation, here you build your case — in a methodical, studied manner — and end with a call to action, which may be to persuade a potential client to hire your firm, a venture capitalist to fund your idea, or your manager to promote you to a higher position.
- ✓ **Planning:** If you manage a team or committee, planning presentations is a key element of your responsibilities. Although often informal and conducted in a meeting setting rather than a formal presentation setting, you need to be prepared to state the current situation, the situation you want to create, and the steps to get from the first to the second. You need to persuade others to buy in to your plan — or contribute to developing it — and to participate and complete their assigned action items.

- ✓ **Progress updates:** When you give a progress update, whether to colleagues or to a client, you give more than a simple state-of-affairs presentation. If you have to report a delay, you want to explain the reasons and provide a solution; likewise, if you're ahead of schedule or under budget, you want to highlight the good news.
- ✓ **Solutions:** When you sell a product or service, what you really sell is a solution to a problem the audience, customer, or client is experiencing. Although all presentations should be developed with the audience in mind, that consideration is the foundation of the solutions presentation. We dedicate Chapter [20](#) to selling solutions.
- ✓ **Technical:** Technical presentations can be some of the most interesting to prepare and the most entertaining to watch. Convey enthusiasm about the process or product you discuss and display great visuals that take advantage of the latest technologies available and you'll have the audience on the edge of their seats.



The presentation types aren't mutually exclusive. For example, you can give a conceptual boardroom presentation to venture capitalists.

Rewards of your halo effect

Why the extreme fascination and adulation with famous actors, singers, and other celebrities? Singer Katy Perry has over 50 million followers on Twitter! Many of us tend to put famous people on a pedestal simply because of the roles they play on television, in movies, or on stage. There's something larger than life about seeing a person brilliantly act out a character who conquers fear, does amazing stunts, becomes a heroine, saves the day, or is

the romantic swashbuckler who wins the hand of the fair maiden on the big screen.

Yet in real life, these talented folks are generally fairly average, not very educated or too exciting, and in some cases quite shy and insecure. But being an impressive performer gives celebrities a *halo effect*, whereby, because you see them in fictional contrived situations, you attribute all sorts of positive traits to them that aren't necessarily justified. Just because someone plays a brilliant doctor on television doesn't make him smart, but the halo effect of repeatedly seeing him perform brilliant diagnoses and surgical miracles every week means that the perceived characteristic is often attached to him and follows him in real life.

There is also a positive halo effect associated with being a terrific innovative presenter, and it can be a real and justified image. Being an articulate, poised, and polished speaker does wonders for your public image. In many instances, people view you as a competent and passionate leader — a person of action who gets impressive results. Depending on your presentation, they may be impressed with you as a visionary, grand strategist, innovator, technical expert, or problem solver. Because you gave a motivational, inspirational, and entertaining keynote speech, your status and credibility are elevated. If you give an impassioned presentation advocating a noble cause, you may find yourself being featured in numerous newspaper or magazine articles and suddenly being invited to talk on the major broadcast and cable networks.

Becoming that special innovator presenter — a consummate performer who communicates in different and immensely better ways than other speakers — will change your career and life. You'll find people clamoring to get your advice, beckoning you to be involved in new business ventures, and eagerly inviting you to talk at major conferences or social events. There is usually no quicker and surefire way to catapult you up the career ladder of success than to give a blockbuster presentation in front of the senior executives in your company. This book shows you how to outperform all other presenters and light up that warranted halo.

Finding Common Characteristics of Consistently Winning Presentations

Regardless of type, presentations share a similar flow and format, and preparing for them with our proven method results in an innovative, winning presentation every time.

Factoring for effectiveness and efficiency

The recurring message you hear when talking to people is “I’m so busy.” With that in mind, when someone gives you the time and respect to attend and listen to your presentation, you owe it to them to be as effective and efficient in your delivery as possible.

In order to be effective, you must leave your ego and needs at the door and consider your audience. Your presentation is not an opportunity to boast about your accomplishments, but an invitation to provide useful information or a solution that makes the audience’s life easier.

Your efficiency will be appreciated and remembered. Although people may remember a windbag, they probably won’t remember what he said. Keep your statements simple and tell them in a logical order. By all means, tell a story — people remember stories better than charts and bulleted lists — but make sure the story is relevant to and conveys your message.



While developing your presentation, you can make bulleted lists if that’s the way you think about things, but then come up with a story or anecdote that relates the same information. If that’s not possible, rather than one slide with five bullets, make one visual for each bullet and display a single image that’s relevant to the point.

We say it for the first time here, and you'll read it repeatedly throughout this book: rehearse, rehearse, rehearse. With good preparation and consistent practice leading up to the actual presentation, you'll deliver a natural presentation without hesitation and in keeping with the established time limit.



Different types of presentations require different intensity of rehearsal. If you must present your status report at a staff meeting, gathering your notes a day or two before and doing a quick run through is probably enough to make sure you present in a logical order, whereas for a keynote that uses multiple types of technology in front of several hundred people, you may need more than 20 hours of rehearsal. (Chapter [8](#) explains rehearsal methods.)

Remembering the Five Cs: Being clear, concise, compelling, captivating, and convincing

In addition to being effective and efficient, any presentation you make should pass the Five C's test.



Your presentation should be:

- ✓ **Clear:** Use words and speech your audience understands. Jargon is fine for an industry or staff meeting, but if you have any doubt your audience is familiar with a term, either don't use it or define it immediately upon using it.

Make your points in a logical order. You can make your introduction, briefly tell your conclusion, and then

explain how you get from the beginning to the end — this style sets an expectation and curiosity for the audience, and gets them wondering and paying attention to see how you prove your point.

- ✓ **Concise:** “Brevity is the soul of wit,” wrote Shakespeare in *Hamlet*, and his point holds true today. In other words, say what you have to say in as few words as possible. People will love you for that! Preparing an elevator pitch is an excellent exercise in being concise, and we explain how to do that in Chapter [21](#).
- ✓ **Compelling:** A compelling presentation, by its very definition, is irresistible! Use your words, voice, visuals, and powerful information to demand and deserve total interest. If you show enthusiasm and interest in your subject, your audience will mimic you. Throughout the book we give you specific tactics for vocalization, gesturing, and using creativity and technology that rivets your audience’s attention.
- ✓ **Captivating:** A compelling presentation is typically about information that is powerfully convincing, but a captivating speaker holds an audience spellbound with his energy, passion, charisma, and stage presence. As a captivating speaker, you keep the presentation moving forward filled with anticipation, you tell impacting stories and incorporate stunning video, guest speakers, and/or audience activities. The audience can’t wait to find out what’s going to happen next.
- ✓ **Convincing:** When all is said and done, this last point ultimately determines the success or failure of your presentation. Have you swayed the audience to your point of view? Have you persuaded your audience to buy what you're selling?



For important speeches, one of the best ways to determine whether your presentation meets these criteria is to videotape yourself and do a self-evaluation; even better is to ask someone similar in position or mindset to your audience to listen and give you honest, constructive feedback. Again, even brief, informal presentations, such as those you give at staff meetings, should meet these criteria — even recording yourself with the camera on your computer or smart device can be helpful to see and hear how you appear and sound.

Combining the Message, Messenger, and Medium

Your presentations have three components:

- ✓ **Message:** What is said.
- ✓ **Messenger:** Who says it.
- ✓ **Medium:** How it's said.

A successful presentation combines these three elements seamlessly to create a coherent argument.

Creating the message

Your message — what's often referred to as *content* — can be simple or complex or somewhere in-between, but it should always be relevant to your audience's needs and be structured to satisfy the Five C's mentioned in the previous section (clear, concise, compelling, captivating, convincing). Sometimes, the audience need