

The Twenty Minute Presentation

Summary

Write an objective that is audience focused e.g. by the end of the presentation the audience will (think, feel, do) – always keep this in your mind when you present.

1. Start with an attention grabber/hook.
2. Introduce the presentation, yourself & orient the audience.
3. Structure your presentation using the 4 P's
4. Make two or three main points in the presentation.
5. Try to break the points down into a list of three main concepts. Use the rule of three for more details.
6. Use questions to add value.
7. Close on a high point – challenge & use emotion

Every presentation has a beginning, middle and an end. It may seem obvious but if you follow this approach there should be no great problems.

Timing

- Hook & opening : 3 minutes
- Main presentation: 10 minutes
- Questions: 5 minutes
- Closing: 2 minutes

Starting a presentation

This is the most important part of the presentation and serves three main purposes

1. To act as an attention grabber for the audience
2. To let your elevated levels of adrenaline and testosterone racing through your blood stream settle down, so that you can relax into your presentation
3. To orient your audience to the subject.

Use a Hook

1. A funny story (if humour is your thing - but avoid sexual, or racist jokes)
2. Unusual statistics about your industry or about your audience
3. Common memory, imagination opening
4. A question.
5. Music

Use the classic opening

1. Tell them who you are
2. Where you are from
3. Tell them what you are going to talk about – introduce the subject & your structure, sell the benefits, (WII-FM), tee them up, and outline your question policy.
4. Tell them how long you will speak for.
5. Learn your hook & opening.

The middle of a presentation

A good presentation has a good structure.

Use the 4 P's:

- Present position
- Problems
- Possibilities
- Proposal

A good presentation technique is the *rule of three*.

The rule of three is based on the technique that people tend to remember three things. In oratory it comes up all the time. Here are some examples:

"Friends, Romans, countrymen"
"The good, the bad and the ugly"
"Blood, sweat and tears"

Think about - if there are only three points that I would like to leave my audience with, what would they be? Reinforce these three points in the middle of the presentation.

All you now have to do is think of ways of illustrating these points and then you have the bulk of the structure of the presentation.

Managing Questions

1. Say "I have time for 3 questions"
2. Say "Who would like to ask the first question?" or "what questions do you have?" Do not say "Have you any questions?"
3. Repeat the question if it is a large audience.
4. Answer the question & check if the questioner is satisfied.
5. Say "Who would like to ask the next question?"
6. Thank the audience for the questions & move to your close
7. Remember you may want to "plant" some questions – this gives you the chance to add value to your presentation.

Never end on questions - you do not want to take the chance of leaving the last word to a negative audience member.

Closing the presentation

The end is as important as the beginning. There is a psychological factor called recency. This is where people remember most the last thing that they are told. This particularly applies to lists.

The ending of the presentation is important.

There are a number of techniques that can work well, but they should be all related to the main structure of the presentation.

Ideas include:

1. A funny story (one that encapsulates at least one of the main themes of the presentation.
2. Summarise on the three main concepts that you have put forward in the middle section.
3. Give them a challenge.
4. Use emotion

Delivery

Some tips:

1. Keep your voice up at the end of sentences.
2. Use metaphors, similes & alliteration to reinforce points
3. Use repetition – simple & back to back
4. Remember to keep your eyes on the audience
5. Vary your tone & use gestures.
6. Add pauses for effect.
7. Tee the audience up – e.g. “Now for the most important point of the presentation...”