

Successful Presentation Skills

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Connection *before* Content

Bottom Line

- What do you want people to feel?
- What do you want people to know?

Body Language

- Eyes
- Hands
- Posture
- Legs

Open with Confidence

1. Question your audience
2. Stimulate imagination
3. Promise a benefit
4. Tell a story
5. Use humor

Middle: Show versus Tell.

Where to find stories/examples/metaphors

- Personal experience
- Professional interactions
- Observations
- Lunch, listen, and learn
- Outside reading, movies, TV shows
- Asking others for stories demonstrating innovation, triumph, struggles

Close Strong

1. Always have a prepared close
2. Memorize
3. Repeat main point/s
4. Never end with Q&A
5. Wait one beat

Creating Memorable Messages: The 5 Cs

- Core

Point + impact

Simple and repeatable

Six word stories (www.sixwordstories.net)

- Credibility

Why You?

Personal experience, observation, or education

- Context

Brain searches to link new idea to something already known

Use names, descriptions, examples, metaphors, and analogies

- Creative

Brain craves novelty

Attention span drifts after 10 minutes

- Compelling

Stories + emotion