

*Guaranteed Ways  
to  
Put Your Audience to Sleep*

Presented by  
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# *Why This Guy?*

- My Affiliation
- My Perspective
- My Experience
- My Passion



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# *Why This Approach?*

- Presenting
  - Deceptively simple
  - Complex and subtle
  - General skill – rarely solves **IMMEDIATE** problem



# *Why This Approach?*

- Presenting about presenting – common approaches...
  - The Blivet Approach
  - One Size Fits All
  - Rules
  - Do's and Don'ts



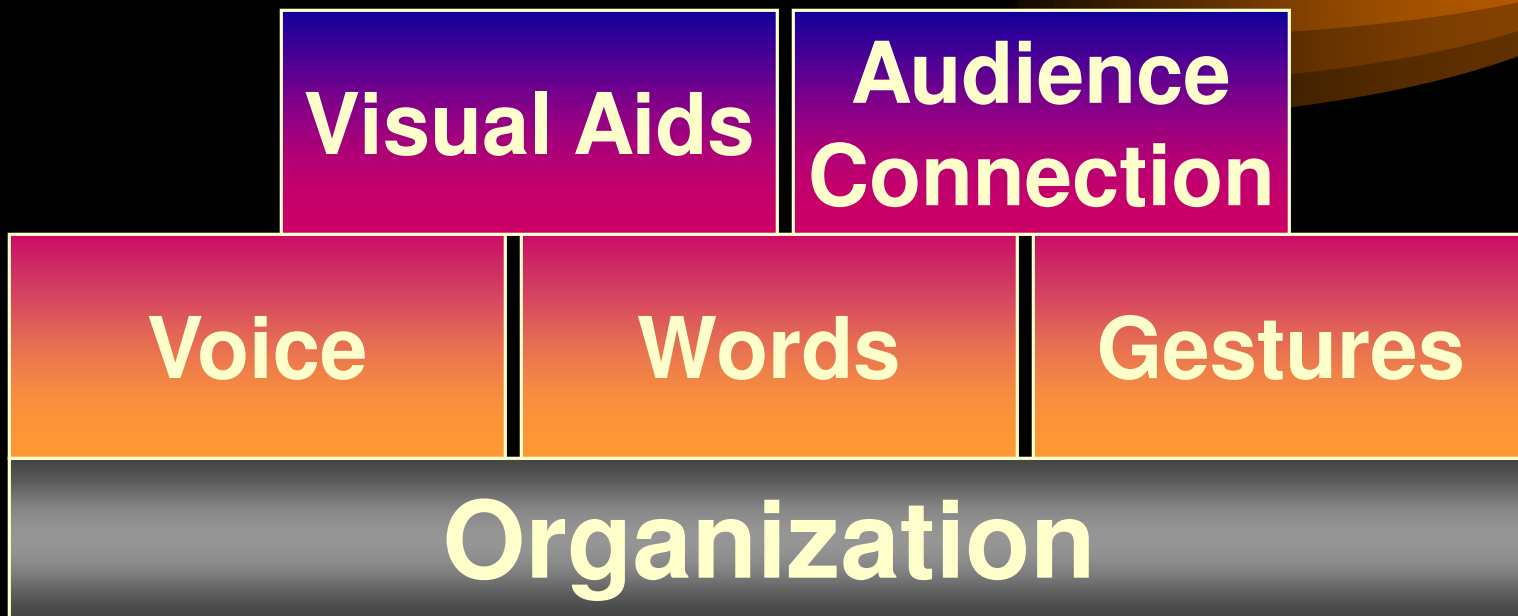
# *What To Expect*

Let's Have FUN!



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# *Connect with the Audience*

- Purpose
  - Understand listeners' perspective
  - Fine tune your message
    - Appropriate anecdotes
    - Specific language
    - Reasonable call to action
  - Identify stakeholders



# *Homework is Overrated*

- More comfort when we know the material
- PowerPoint
  - “Easy” to change
  - If it ain't broke...
  - Version aversion
- Everyone is the same anyway
- If you know your stuff...respect is due



# *Presentation “Experts” Agree*

- Vivid words increase interest
  - Adjectives
  - Adverbs
  - Active voice
  - Figures of speech
- Stories increase comprehension
  - Anecdotes
  - Allegories



# *The Truth About Words*

- If you can't WOW them with wisdom...
- Impress listeners with
  - Arcane vocabulary
  - Heavy jargon
  - Acronyms and abbreviations
  - Clichés
- Just the facts
  - A snake is just a snake!



# *Presentation “Experts” Agree*

- Your voice adds life and subtlety
  - Pace
  - Pitch
  - Volume
  - Projection
  - Emphasis



## *For Example...*

- Fred didn't tell John that Hank stole the money.
- FRED didn't tell John that Hank stole the money.
- Fred DIDN'T tell John that Hank stole the money.

# *The Truth About Voice*

- People love monotone
  - Allows them to tune you out
  - They have more important things to think about
- You're not actors
  - YOU have more important things to think about
  - The words will carry you



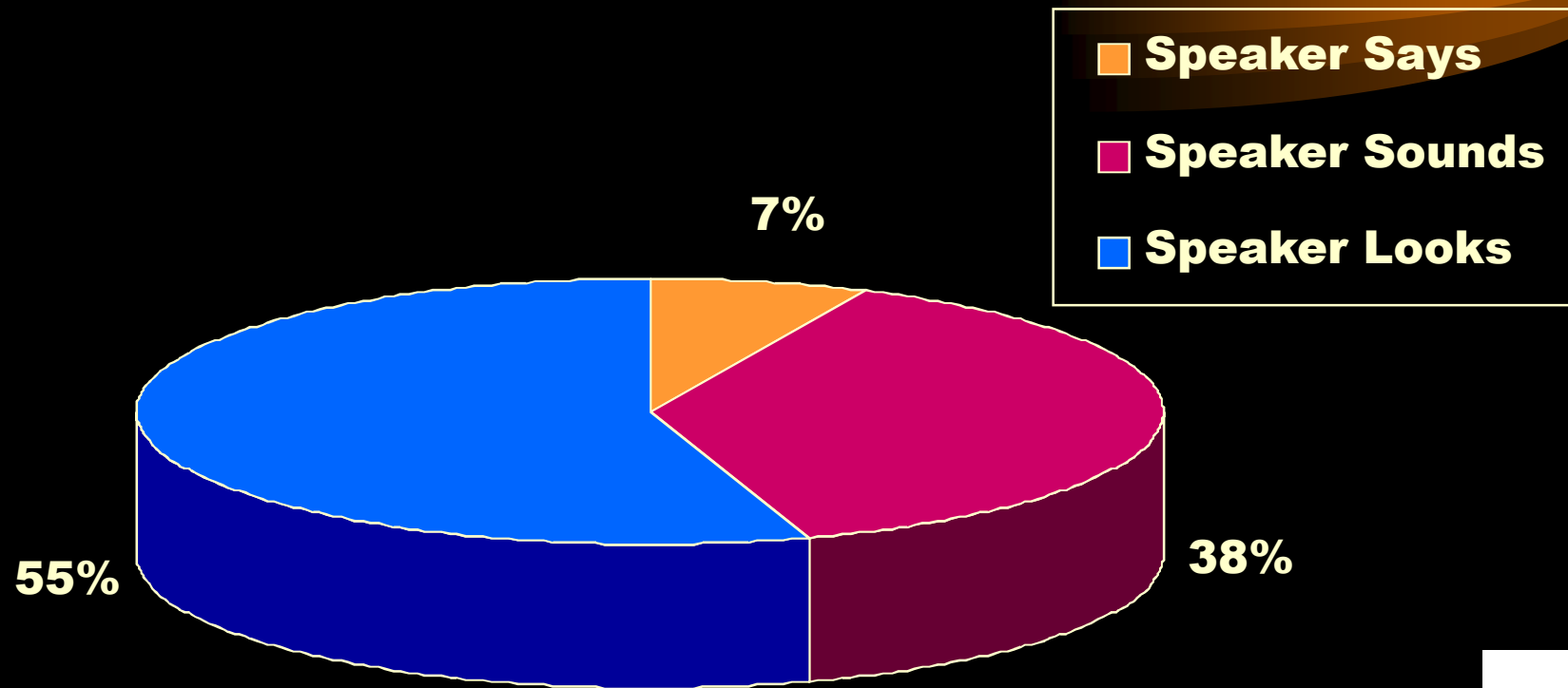
# *Presentation “Experts” Agree*

## Gestures include

- Eye Contact
- Facial Expressions
- Hand Gestures
- Posture, Stance and Movement
- Gestures support the message - Mehrabian



# Mehrabian Research



# *The Truth About Gestures*

- They distract the audience from your PowerPoint slides
- You're not an actor
- Your nervous habits are endearing
  - Jangling change
  - Hand touching various body parts



## *A/V – The Presenter’s “Friend”*

- PowerPoint – the boon & the bane
- Has potential to add significant value
  - Clarifies
  - Reinforces
  - Focuses
- Easy to misuse and abuse



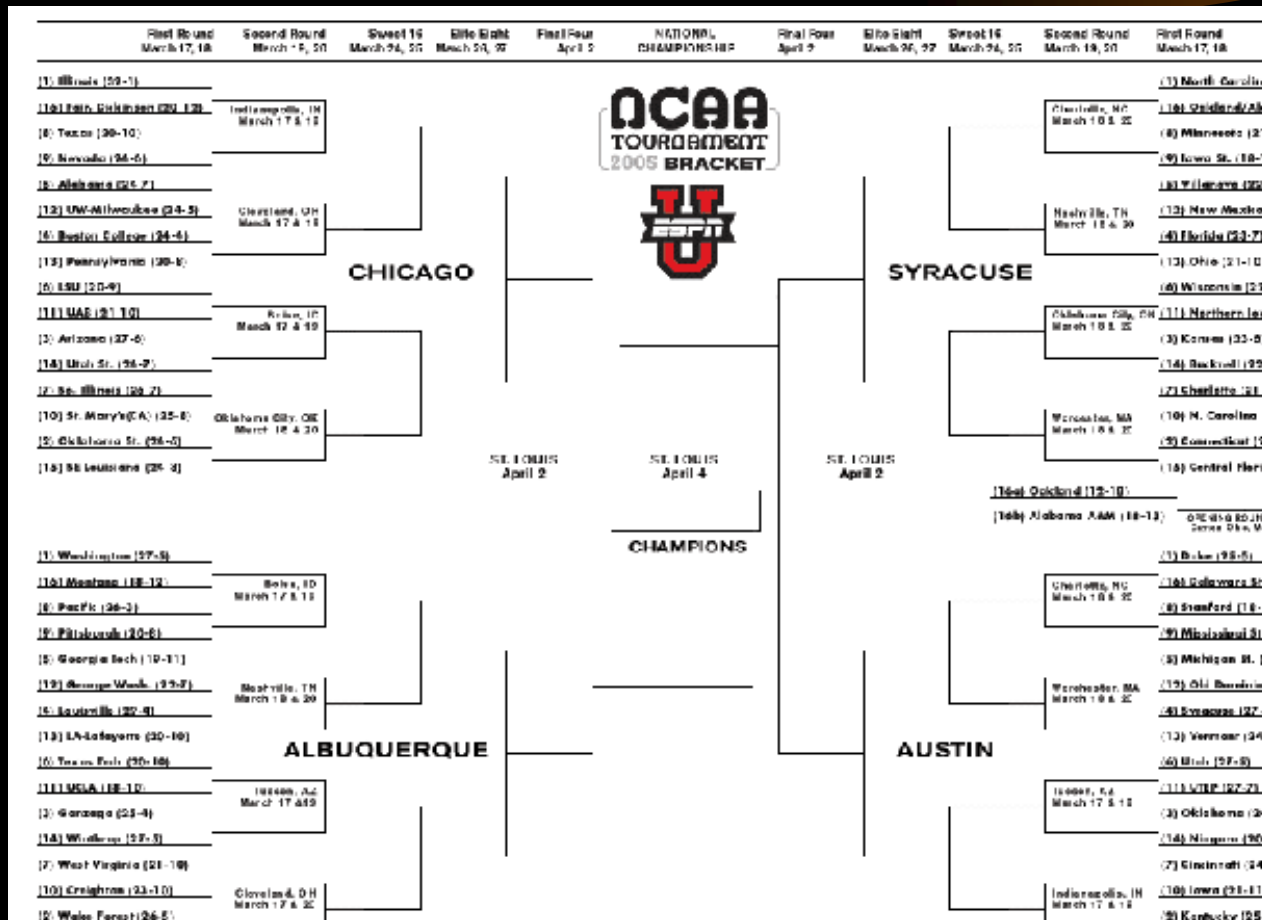
# Guaranteed A/V Turn-offs : 1

- **TOO MUCH TEXT!**
- Do not attempt to put all the text, code, or explanation of what you are talking about directly onto the slide, especially if it consists of full, long sentences. Or paragraphs. There's no place for paragraphs on slides. If you have complete sentences, you can probably take something out.
- If you do that, you will have too much stuff to read on the slide, which isn't always a good thing.
- Like the previous slide, people do not really read all the stuff on the slides.
  - That's why it's called a "presentation" and not "a reading" of your work
- Practice makes perfect, which is what gets you away from having to have all of you "notes" in textual form on the screen in front of you.
- Utilize the Notes function of PowerPoint, have them printed out for your reference.
  - The audience doesn't need to hear the exact same thing that you are reading to them.
  - The bullet points are simply talking points and should attempt to summarize the big ideas that you are trying to convey
- If you've reached anything less than 18 point font, for God's sake, please:
  - Remove some of the text
  - Split up the text and put it on separate slides
  - Perhaps you are trying to do much in this one slide?
- Reading a slide is annoying. *We can* do that (even if we don't).



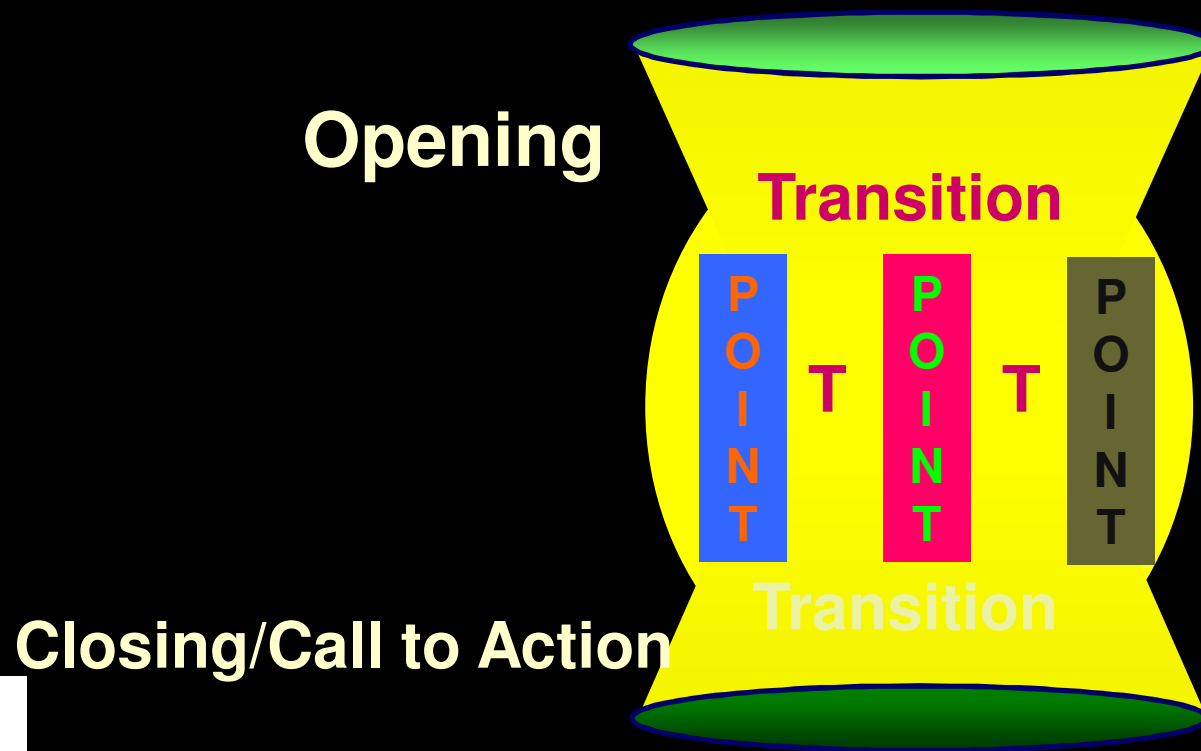
# Guaranteed A/V Turn-offs : 2

## Poor choice of graphics



# Guaranteed A/V Turn-offs : 3

- Poor choices in animation and color



# *Guaranteed A/V Turn-offs : 4*

- Yousing Speelchick as an Opton
- People will tink you our samrt even if ewe speel bad
- Watch for:
  - there/their/they're
  - too/to/two
- Prof reed four context errors



# *Organization – The Final Step*

- Two tornados
- Often a barrier
- Many models, all simple



# *Hurricane Glass Organization*

**Opening**

**Transition**

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**Transition**

**Closing/Call to Action**



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# *The Truth about Organization*

- Any approach will work
  - Laundry lists (A – Z; 17 ideas to...)
  - QED
  - Random thoughts



# *One Final Recommendation*

- NEVER include the audience
  - Don't ask questions
  - Create exercises
  - Respond to questions



*Now that YOU Know the Truth...*

Your Presentation  
is  
Guaranteed

to put even the most resilient  
audience directly to sleep!



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*Thank You For Your Participation!*



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