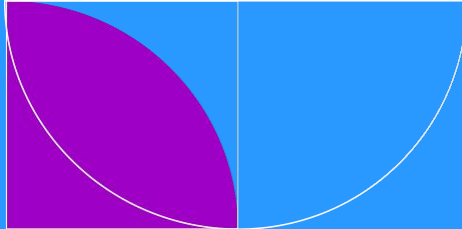




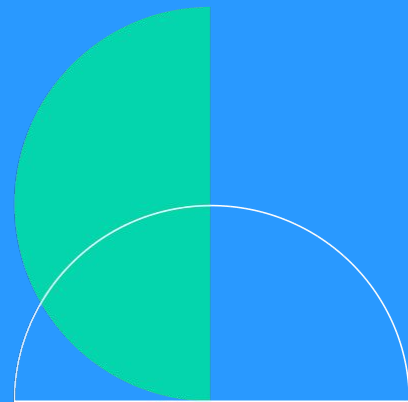
Present with Impact

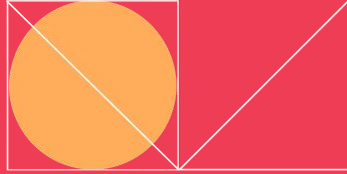




**How much of your presentation
will your audience remember?**

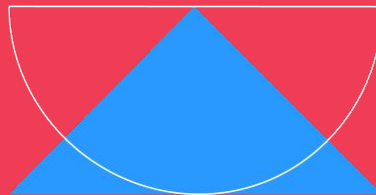
10%



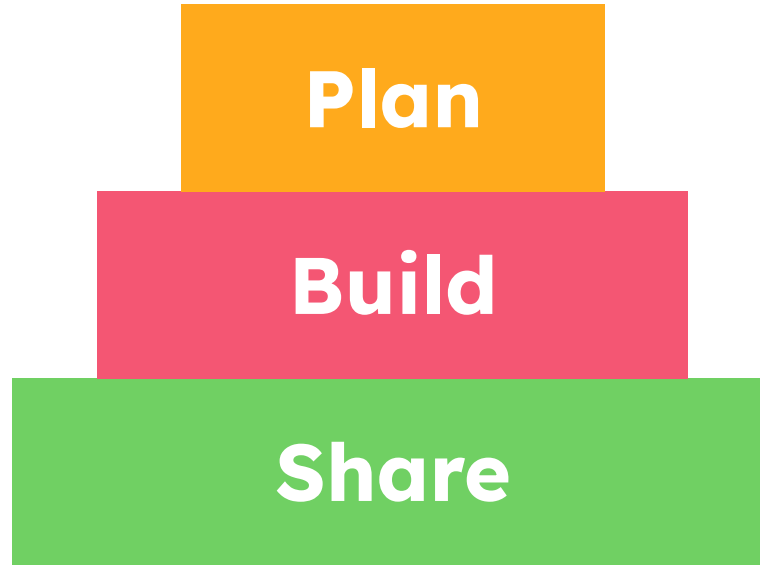


How much of the time is the audience listening to your presentation?

50%



Agenda





Objective:

What would the audience have to believe, to take the next steps?

Content:

What will the audience need to know, to convince them of that objective?

Next Steps:

What do you want the audience to do, think, or feel - as a result of this presentation?



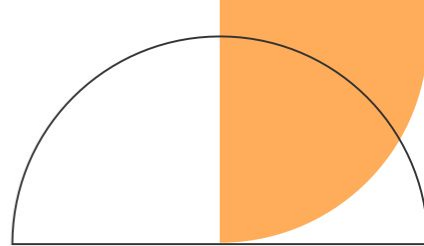
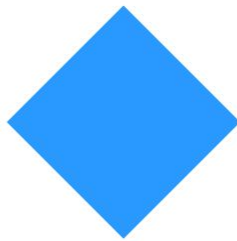
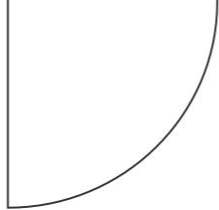
Next Steps

Specific and easy to visualize

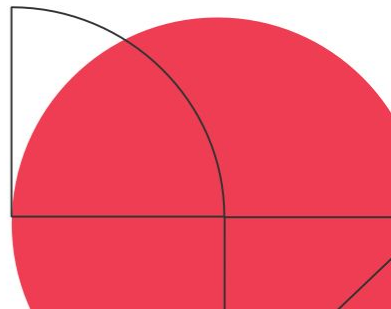
“Next month, when you start the planning for your new campaign, we would like to meet with you to understand your goals.

Then we can create a proposal to present the following week.

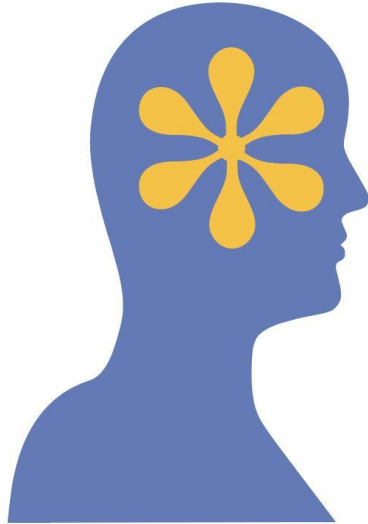
I will call you next week to get that first meeting set up.”



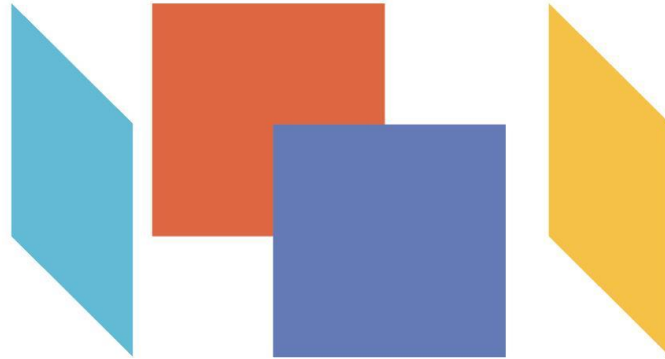
**What is your
audience's POV?**



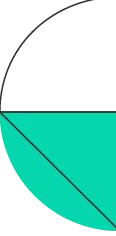
What does your audience need to believe in order to take the action you want them to take?



Without an objective...



**With an objective you create
a coherent argument.**





What is your main message?


- One sentence - 9 words or less
- Easy to remember
- Elicits an emotional response
- Captures the essence of your entire talk



Main messages:

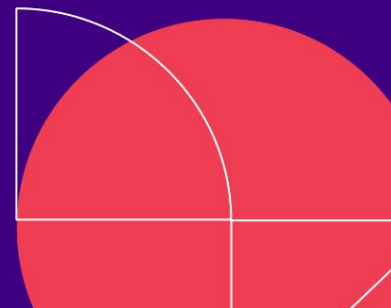
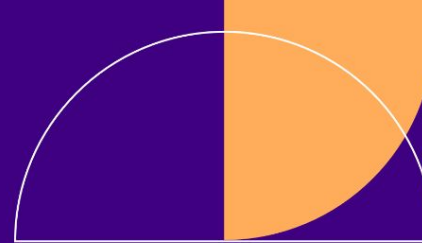
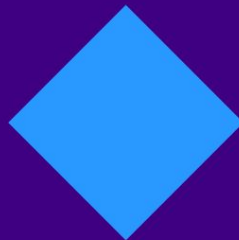
- Our current spending is unsustainable.
- We need a long term vision with a short term plan.
- Our new hire program will accelerate their success.
- We have to challenge the status quo.



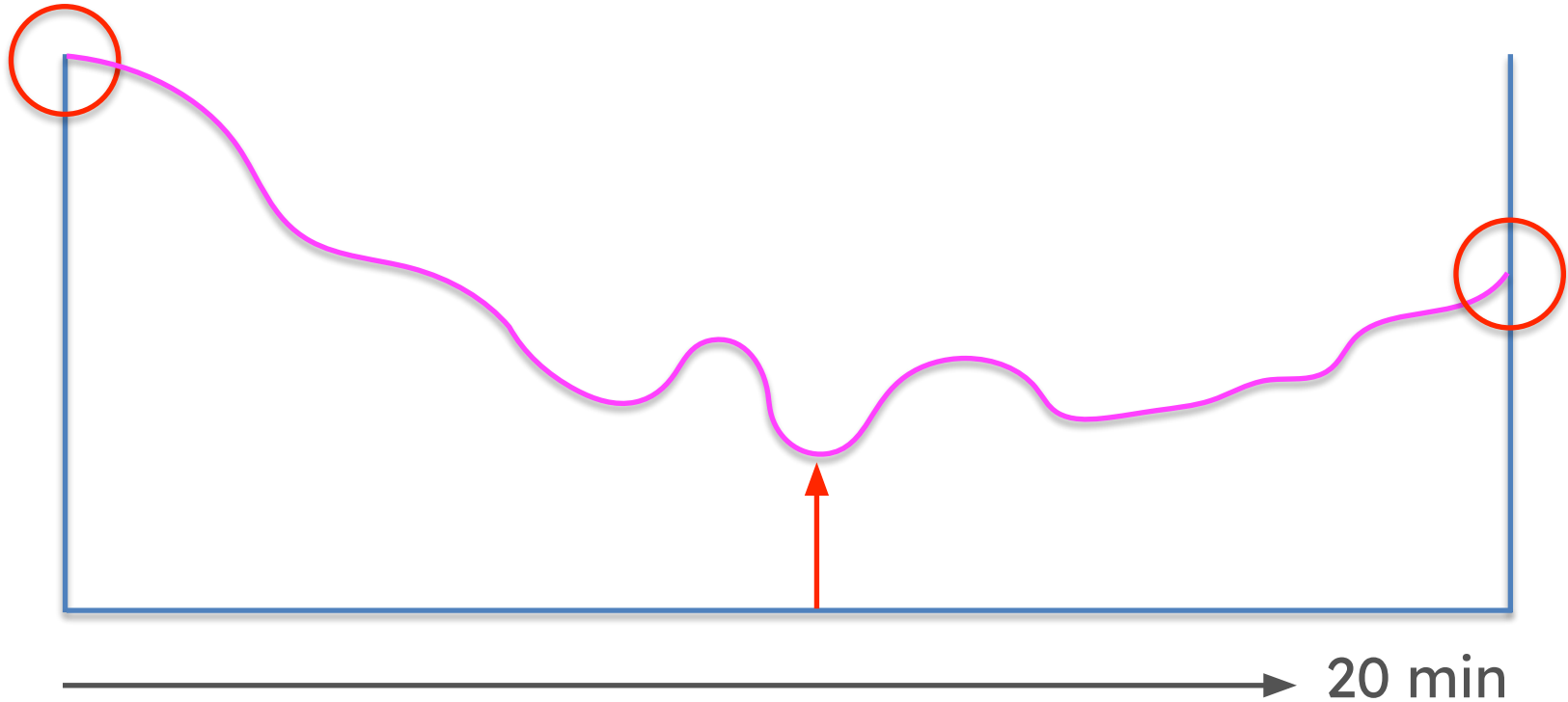
The next great idea is
hiding in your pocket 



**Color is more important
than tradition**



Audience Attention Strategy





Your opening **Story**:

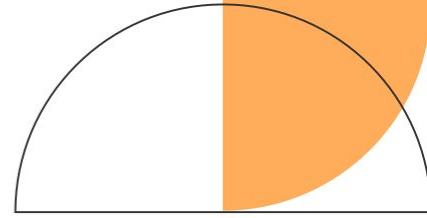
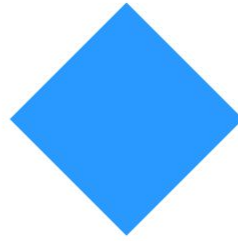
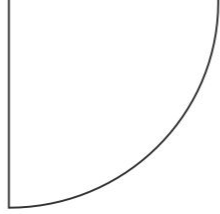
- Illustrates your **objective**
- Introduces your main **message**
- Creates a powerful memory **hook**



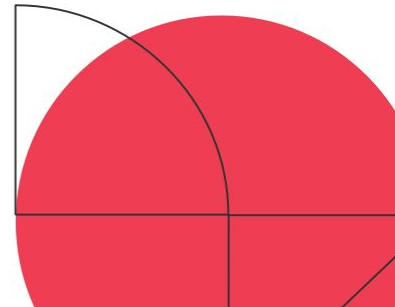


Alternate Openings

- Analogy
- Problem / Solution
- Carrots
- Sticks
- Statistics
- Polling



Agenda = What questions will your audience have, when they hear your main message?

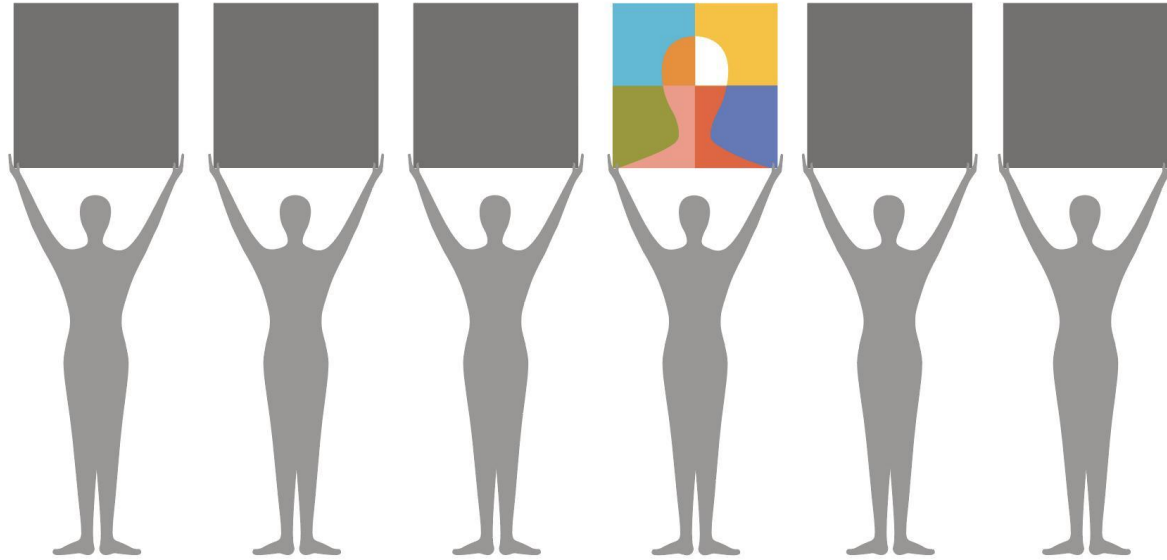




Follow your agenda:

- **Key Point 1**
- **Key Point 2**

Disruption



Increases engagement of the audience.

Illustration vs. Text

Video

Volume and Inflection

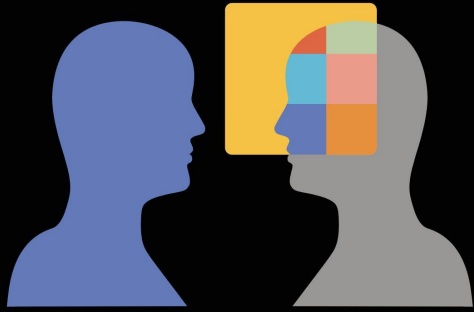
Slides Off / On

Story / Analogy

Movement

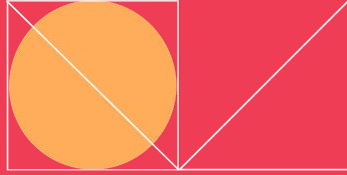
Animation

Questions

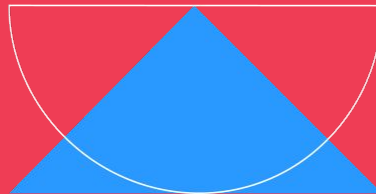


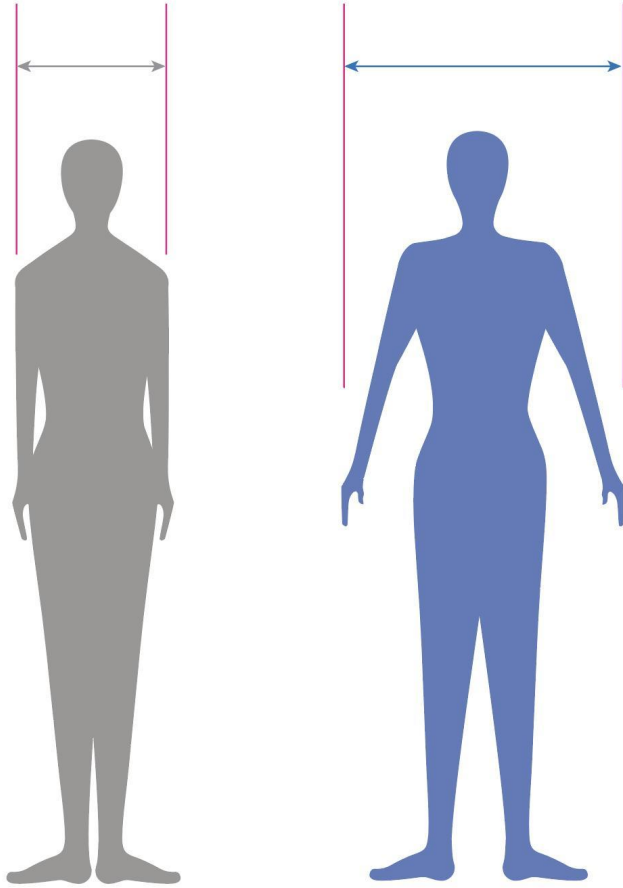
Partner Practice: **Content**

- Present two-minute presentation to your partner.
- **We will time you.**
- After the presentation, your partner will give you one minute of feedback.
- Switch !



Confidence and authority
translate to body language.





**Stand tall with
an open stance**



Confident people use Gestures

- Illustrates your words.
- Slows speech down.
- Inflection and vocal interest.
- Pauses.





**Eye contact
increases **credibility**
and **engagement**.**

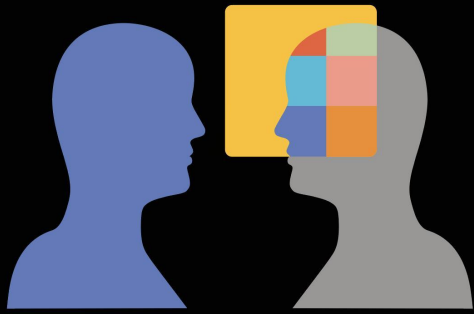




Speak key sentences to **one person.**

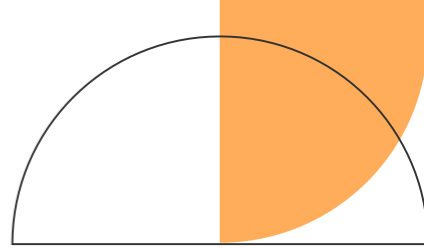
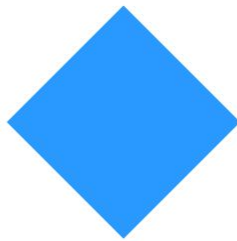
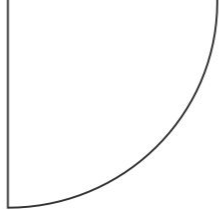
Keep eye contact for the **entire sentence.**

Pause after finishing the **sentence.**



Partner Practice: **Gestures**

- Present two-minute presentation to your partner using gestures.
- **Take seven minutes for each person.**
- Your partner will coach you as you go along.
- Switch !



susannah@baldwin.com

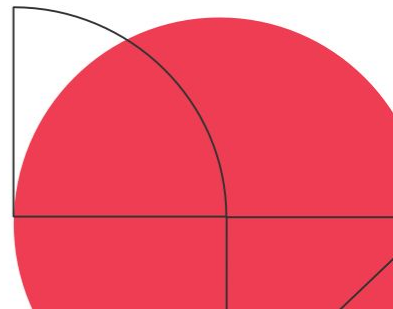


[@susannahbaldwin](https://twitter.com/susannahbaldwin)



[linkedin.com/in/susannahbaldwin](https://www.linkedin.com/in/susannahbaldwin)

Stay in Touch!





A Few Housekeeping Items

- Submit your session feedback in the mobile app by selecting this session and then click on **feedback** at the bottom. **Rate the session and click post your feedback!**
- All session recordings will be available at the end of September on iterable.com/activate
- Continue the conversation on social using **#Activate22**
- PSSST: some sessions will have QR codes to scan and earn points towards the raffle. **Keep your eyes peeled!**