

**DELIVERING
OUTSTANDING
POWERPOINT
PRESENTATIONS**



Introduction

POWERPOINT IS AN AMAZING TOOL FOR SPEAKERS. But whether or not it's an amazingly beneficial or an amazingly boring tool depends on how well it's used—hence the descriptions "PowerPoint-less," and "Death by PowerPoint." So the question is: How can you use PowerPoint to give outstanding city and park presentations?

A true tool

As a communication tool, PowerPoint follows an ancient tradition. From the earliest cave paintings in France, to the sketches of Michelangelo and Leonardo da Vinci, and even to the simple crayon drawings of children—we have always presented ideas in pictures. With PowerPoint, you have a tool that competes with the last century's most popular communication media: 35 mm slides, chalkboards, easel charts, and overhead transparencies. These earlier technologies are still useful and valuable; it's just that now we have more options, such as PowerPoint.

And yet...presentations are never what they seem

You may think you're supposed to be talking about a park, or classes for kids, or your department's budget, but it's not that simple. The best presentations are not only about your topic, but also the people in the room. *Question:* Who do the listeners care most about? *Answer:* Themselves. So, here is the secret:

Presentations are about AUDIENCES, not just topics.

Not only should presentations be focused on the audience's needs and interests, so should your PowerPoint. While visuals can help meet your needs as a speaker, they should also meet the needs of the audience for relevant, helpful, interesting information.

So remember, your presentation is never just a set of slides. It's meant to be a communication between you and your listeners. Your job is to clarify issues, convince with reasons, motivate with benefits in order to help listeners understand what's important. To understand means to "stand under, to support." Help them understand so they can make intelligent decisions about what to do.

BEFORE YOU SPEAK

HERE ARE 3 THINGS TO DO to plan outstanding presentations. These actions will help you prepare PowerPoint slides that meet the needs of the audience, as well as your need to present relevant, interesting information.

1. Study your audience

Identify *who* you'll be speaking to. A good way to do this is to consider what *role* will they be playing as they listen: Are they listening as interested citizens? As higher authorities? As other departments? Members of a professional association?

Address the audience in the role they are playing as they listen to you. To do so, it helps to find out (ask a person who will be in the audience in advance or ask the person who invites you to speak), or figure out (by using your intuition or knowledge of the group), what are this audience's:

a) Wants. What information about your topic do they want to hear so that they can understand, make decisions, meet their deadlines, or achieve their goals? And what information *don't* they want to hear because they already know it, or they have absolutely no interest in the topic?

b) Worries. What problems do audience members face? What are they afraid of in relation to your topic? You'll earn admiration if you provide them with honest, down-to-earth, plain-English, information that helps them solve their real problems, and information that reassures them and reduce their fears.

c) Wonders. What are their basic questions about your topic? What do they most want to know? What can you present they will help them reach a new level of understanding. Help people understand—what we don't understand in life, we tend to fear or fight. Help listeners discover the relevance, meaning, value and importance of your topic and information to their jobs, lives.

Note: Aim for a delivery rate of 140 to 175 words a minute. This is the current average for business and technical presentations, with about 150 a minute for written speeches.

2. Determine your purpose

What is your one main purpose with this presentation? When I finish speaking, what's the one main response I want the audience to make? What specific things do I want them to

- **Know, believe, remember, or understand?**

For this you'll need a format that describes: What exactly you are explaining? How does it work? Why (reasons) does it exist?

- **Do, perform, give you, or carry out?**

You'll need a persuasive format, such as my, "So that you..., do this..., instead of..., because...." What one specific action do I want them to take (and what steps should they take first). When should they act (deadline/frequency)?

3. Determine your message

What is your one main message? If the audience should forget everything else I say, what is the one thing I want them to remember, believe, or do? Can I express this in one complete sentence, or in a 9-second, 25-word (or less) sound bite? Can I summarize my entire message, theme, or suggestion in one sentence, or even in one word?

TO PLAN VISUALS

Each step of your presentation can be a visual image (or "slide" as PowerPoint screens are called). You can use the templates in PowerPoint, or make your own. Two basic samples:

TO EXPLAIN

Content on each slide

- #1. Title
2. Question
3. Promise line
4. What (is, isn't, like)
5. How (process, structure)
6. Why (reasons: can be both causes & purposes)
7. Summary

TO PERSUADE

Content on each slide

- #1. Title
2. Question
3. Promise line
4. So that you (benefits)
5. Do this (desired action)
6. Instead of
7. Because (reasons)
8. Invitation to act

AUDIENCE CENTERED FORMAT

IF YOU ARE LOOKING FOR AN ORIGINAL FORMAT for organizing your presentation slides—one that does *not* rely on PowerPoint's standard templates—one that immediately grabs an audience's attention and whets their appetite for your presentation, try this original 5-step Audience-Centered format.

1. Greet them smiling

Let your first words greet the audience graciously, with lively energy. Say not, "good morning," but "GOOD MORNING!" Wear a friendly face and a genuine smile. As you speak words, look into the eyes of one person for one or two seconds, then another person, and another. Smile at least at the beginning and end of each presentation: let a smile be the bookends of your talk.

Note: As you greet the audience, you may want to display your first PowerPoint slide that states the title of your presentation. The slide may include: title, city department, logo, team, name of presenter, and a graphic element.

2. State a question

After greeting the audience, and *before* you say your name, try opening presentations with a **question**. Questions create a quest, they grab and focus the minds of listeners and pull them into your topic immediately. Try three kinds of questions:

a) **Direct** questions: E.g., "How many of you visited the zoo last Christmas time and saw the zoo lights? People often raise their hands, giving you information about them.

b) **Framed** questions: "The question before us today is: How can we help support the zoo and keep the holiday lights on?"

c) **Story** questions: "Imagine this..." then tell a brief story, or give a set of facts, and follow with a direct or framed question.

Note: Your second slide can state the major question you will be addressing or answering in your presentation. Framed questions work especially well on slides: "How can we...?" Framed questions are also a great way to begin meetings: in this meeting, what question are we here to answer, what problem must we solve, what decision must we make? What's the question or burning issue?

AUDIENCE CENTERED FORMAT

3. Make a promise

After opening your presentation with a greeting and a question, follow with a **promise**. Your promise line does two things: it previews what you'll give ("**Today, I will...**"), and promises what they'll gain ("**so that you will...**"). "Today (*this morning, next 20 min.*), I will (*explain, present, give, show, teach, explore, share*) three (*use a number instead of "some"*) easy ways to handle customer complaints, so that you will understand what customers really want, and you'll be able to send customers away satisfied and smiling (*include at least two benefits or rewards the listeners will gain from your talk*)."

Note: For the promise line, you can create slides that list the topics you will cover (an agenda), followed by a slide(s) listing the benefits, rewards, or advantages the audience will gain by listening or participating. To define benefits, be able to answer two questions: (1) What will your talk do for people; and/or (2) What will it enable them to do?

4. State your name and credentials

Now introduce yourself by saying your name (if they don't know it) and then, in order to establish credibility, explain briefly how you are qualified to talk about this topic. E.g., job title, position at the City of Tacoma, years of experience, or something you have in common with the audience that allows them to bond with you. Even if you have been introduced, you may still want to share something about yourself that was not said, something that would add credibility or heighten anticipation in listeners.

Note: Another way to describe your credentials is to complete this statement in non-technical language: "In my job, I help people..." What do you help other people accomplish, what rewards do others receive from your work?

5. Invite questions during or later

Let listeners know when you want their participation with one of two signals: "If you have questions or comments as I speak, please raise your hand." Or, "After my presentation, I'll be happy to take your questions and comments."

Note: This point does not need a slide.

AUDIENCE CENTERED FORMAT

The body of the presentation

The next slide you show will be the first point you want to make in the body of your presentation. Use as many slides as needed to cover the topic. You can intersperse slides with new questions. Slides can be used to make statements, prove or illustrate your point with items such as statistics, graphs, quotations of authorities who agree with you, stories, or case examples.

The final slide

When you reach the end of your presentation, you'll signal the end is near with lines such as, "Finally," "In conclusion," "In summary." This is the time listeners reawaken. It's the time to do one of two things, or both.

1. Summarize. Show a slide or two that lists the key points you've covered. Ideally, the points you've presented can be summarized in a list, using numbers or bullets, with each item stated in three or four easy-to-remember words.

2. Call to action. If the purpose of your presentation was to persuade listeners to take some action, then include a slide naming the action(s) you want them to remember to take. In describing the action, you can use three degrees of "push": *invite* them to take the action; *encourage* them; or *challenge* them to act—so that they can receive the benefits and rewards you've promised.

Note 1: *Do everything in your power to end all presentations on a note of positive hope. As Samuel Johnson reminded us, in our minds we live "not from pleasure to pleasure, but from hope to hope." Give listeners something to hope for as you conclude, especially if the presentation contained bad news.*

Note 2: *A simple clear way to end presentations is with these four words: "Thank you for listening." If you want questions, don't just whimper, "Any questions"? Instead, open your arms and invite the audience this way: "And now I welcome your questions and comments." And wait for several seconds for the first courageous person to speak. Listen carefully and respond graciously.*

A MINI ART COURSE IN VISUALS



READABILITY SHOULD BE THE FIRST AIM of all visual aids. Therefore, rule number one: Make or project visuals that are **LARGE**. Your smallest letter or number should be readable by the old gentleman in the last row. **The bigger the visual the bigger the impact.** This means **fill** the screen for projected visuals and write **large** on charts and white boards. This also applies to lettering: **Fat letters read farther.** Choose **bold** typefaces for visuals and PowerPoint. Typically about 33, 48, 55 pt. and larger.

SUMMARY OF TIPS

- 1) **PICTURES:** place top or left.
- 2) **TEXT:** keep to the right.
- 3) **BLANK SPACE:** allow more blank space to show at the **bottom** of visuals and pages than at the top or sides (try 6 units on sides, 7 on top, 10 on the bottom).
- 4) **LAYOUT:** center info or use the "Golden Section" (5:8:13) division of space, or 1/3:2/3.

5/13	13 units of space	5	8
8/13		13	13

- 5) **LETTERING:** Prefer **bold**, large letters in a sans serif font (like this), not serif which is difficult to read off screens in dim rooms. This is serif.
- 6) **WORDING:** display **key** words only, not sentences, except for quotations/laws.
- 7) **BULLETS & NUMBERS:** use bullets for short lists and numbers for longer lists or when you want to refer to an item easily ("number 4").
- 8) **BORDERS:** a thin border line around a page with **more blank space showing under it at the bottom** adds a great touch.

Avoid whimpy
Times Roman
on visuals

Use bold type
such as Arial
Bold, Black,
or Eras Bold

Note: both of these fonts are set in the same height (11 points), but look at the difference in impact.

2. PICK DARK BACKGROUNDS, LIGHT LETTERS

For all projected media including PowerPoint, prefer a dark-colored background (such as black, deep blue, deep green, maroon, dark gray) and light colored lettering (such as yellows, cream colors, white, orange, or light greens, and blues). **Note** this optical illusion: white on black always appears larger than black on white. I also recommend avoiding any background that has a pattern that distracts from the wording. Some of PowerPoint's backgrounds are cutesy and can be highly distracting from your message.



3. MAKE YOUR VISUALS... *MOVE*

Learn PowerPoint's marvelous "moving" features. You can make lines of text and images move onto the screen, add sound, animation, videos. Experiment; I like the "Fly from left" setting which seems most natural, most of the time. **Movement attracts attention.** Any change (light to dark, still to movement, quiet to loud) attracts attention and regains the interest of viewers.



PRESENTING WITH VISUALS is a juggling act. You need to balance your purpose, the audience's needs, and the demands of art and communication. Here are some suggestions based on my lifetime as an artist, trainer, and communicator.

1. EXPERIMENT

Consider everything an experiment. Experiments never fail, we always learn something.

- Try out new high-tech media like electronic white boards or PC peripheral boards.
- Mix easel charts or butcher paper with PowerPoint or overheads.
- Have a no-visuals-version ready, in case the power goes out or equipment fails.

2. LOOK AT PEOPLE, NOT VISUALS

Nothing in mainstream America is more important than talking into the **EYES** of your listeners. We are overwhelmingly tempted to spend too much time gazing at and talking to slides or notes. **Also...** make sure you are not standing in the visual path of your audience. Check the view of those at the corners of the room—sit in one of their seats.

SUCCESS WITH VISUALS

3. SLIDE FIRST, TALK SECOND

To help learners digest what you are about to say, **show your slide about 5 or 6 seconds before you speak.** A study in *Presentations* magazine (www.presentations.com) found that we like to skim a visual and grasp its meaning *before* the speaker talks about it. This seems to aid retention.

4. EMPHASIZE WHAT MATTERS

Help your viewers quickly understand what's important on visuals. Use the ancient technique of Byzantine religious artists: whatever is most important is **largest**. Avoid huge titles and tiny bulleted points. Which is more important: title or the content? Titles and points can be of *equal* size. Or, keep titles in one color, points in another.

5. DON'T WORSHIP WHITE SPACE

White space is like light: it illuminates text or graphics. The purpose of our visuals is not to win artistic ribbons, but to **help listeners understand** by communicating what is most important to **KNOW** or **DO**. Which below is quicker to grasp?

Managing Stress
1. Get rest
2. Eat greens
3. Walk daily

Managing Stress
1. Get rest
2. Eat greens
3. Walk daily

6. DON'T SACRIFICE LEARNING

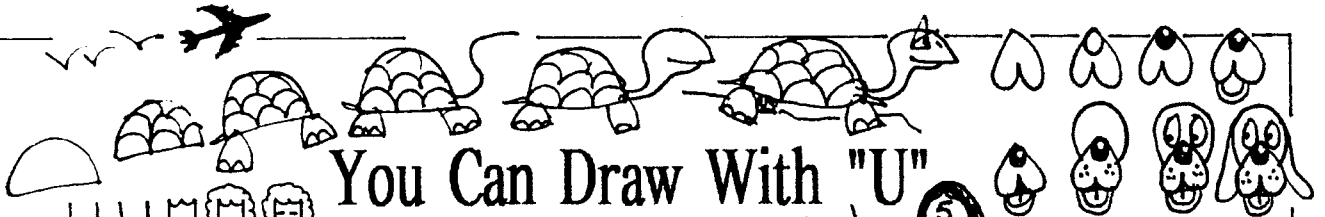
A danger of high-tech presentations lies in our toy-like fascination with technology. We're becoming passive viewers—not passionate participants. "*Genuine education is a dialogue,*" wrote Earl Shorris. "**We learn what we do.**" Help learners/audiences *do* things, not just watch animated slides. "**We learn more by talking than by listening,**" wrote Russell Ackoff to teachers. William Glasser's idea is my favorite insight into motivation. It is also a perfect haiku mantra:

**We all want to have
a sense of control over
what we choose to do.**

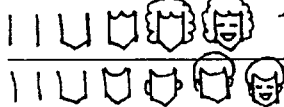
Give audiences a sense of control over the entire speaking/learning process: *offer choices* when possible. We commit ourselves to what we choose. When we speak, we can *tell* less...listen, and *ask* more.

RESOURCES

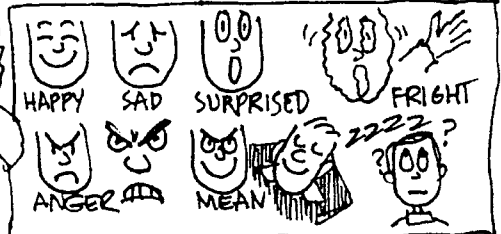
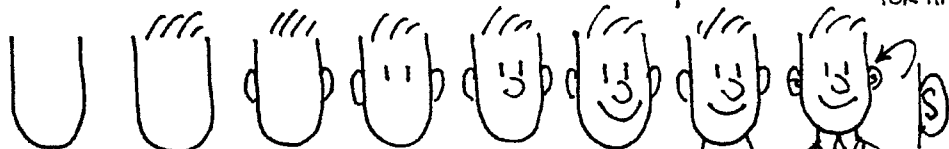
- I created this in Windows 2000. These pages have been created on a program called **PagePlus** version 6.05 for Windows (not PageMaker). The new PagePlus 8 PDF is now available for around \$100 from the Web site: www.serif.com
- Much of the clipart in this booklet is from **TASK FORCE Commander**, Really Big Edition, 1995. Excellent collection and maneuverability.
- My favorite typeface for visuals is **ERAS Bold** and **ERAS Demi**. It comes with the fine **Corel Gallery Magic** 65,000 clipart collection.



You Can Draw With "U"



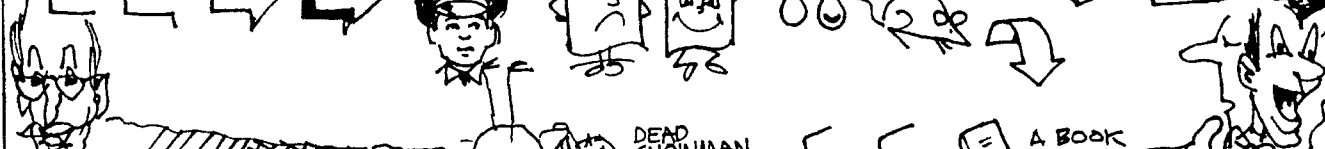
You can draw neat cartoon-style people with the letter "U" and a few lines...



DRAW SHADOW UNDER PEOPLE



HIGH THERE



DEAD SNOWMAN

A BOOK

The End



A PowerPoint Format to Persuade

HERE'S A FORMAT FOR CREATING PowerPoint slides for several different kinds of presentations. The format allows you to focus immediately on the issue, then preview and promise what they will gain. This format can also be used to **recommend, persuade, explain, and describe**. Remember that 48-point size type is standard for easy readability; try to use 32 pt. and up. The larger the type size the bigger the impact.

FOUR INTRODUCTORY SLIDES

1

Title Slide

Title of your talk, with or without artwork, and the name of the speaker. A logo can also be placed on each slide, lower right.

The question or burning issue

A question that frames the issue you'll address beginning often with "how" or "what," as in "How can we decide which approach is best?"

List of items to be covered: 1, 2, 3,...

Preview of what you'll present: "Today, I will explain three criteria for evaluating our options"; then list them. This is a kind of agenda.

List of benefits they get for listening 1, 2,...

Promise rewards and benefits listeners can expect from your talk: "so that you will understand the pro/cons of available approaches and be able to select one that's best for us."

BODY OF THE PRESENTATION

5

Background: a problem, need

Note: Use as many slides as needed for the body of the presentation. Background description of the problem: facts, statistics, laws, a case example.

6

Criteria for a solution. Possibilities, pros/cons

What criteria must a good solution meet? This could be a separate slide. Give options and possibilities for solving the problem and pros/cons of each.

7

Solution you recommend and benefits of it

The approach you recommend as a solution, how it works. Have a separate slide of **benefits** & rewards the approach gives.

8

Actions the listeners can take to implement solution

Specific steps you suggest or actions the listeners can take to begin to implement a solution, or learn more about your recommended approach.

CONCLUSION OF THE TALK

9

Summary, call to action, with hopes for the future

Summarize, or invite action. What should we do? End on a note of positive hope. Perhaps a final visionary slide.



A Visual Format for RECOMMENDING IDEAS at Meetings


5 SLIDES

DESCRIPTION OF INFORMATION FOR SLIDES

- (1) BURNING QUESTION** What's the "**burning question**?" What's the big question we must answer, the problem we must solve, the decision we must make in this meeting? This is the key reason we are meeting. State this as a **question**: *Example: "The question we need to answer today is: How can we re-negotiate lower fees with our overseas laws firms?"* [No burning issue? Why meet?]
- (2) BACKGROUND** Give a quick overview of **background** information about the burning question. What are the known *facts*? What *conclusions* can you draw from the facts? How do these conclusions make you *feel*? (Without judging or blaming anyone.)
- (3) BIG IDEA** What do you **recommend**? What **big idea** have you come up with—a suggestion, proposal, new approach, set of action steps, things to avoid or stop doing, a next step to take to find out more.
- (4) BENEFITS** What **benefits** can we expect from your big idea? What's the *payoff*—what will this *do* for us, *enable* us to do, what will we *gain* or save, what will *others say*, what problem will this *solve*, what satisfactions can we anticipate? *When* can we expect these benefits?
- (5) BEST THING TO DO** What's the **best thing** for those present (or the reader, if this is in writing) to do to implement your suggestion? What would you want them to do to get things going? What are the specific first action steps for people to take? What further study is needed?

These ideas were combined, adapted and added to based on two fine books on meetings: *SAY IT IN SIX* by Ron Hoff (1996) and *FAT FREE MEETINGS* by Burt Albert (1996).

Sample of 3 slides printed black and white



**Crisis
Management**
Talking
Confidently
with the Media

Questions to answer in a crisis:

WHAT
happened?

WHO
WHEN
WHERE
HOW
WHY

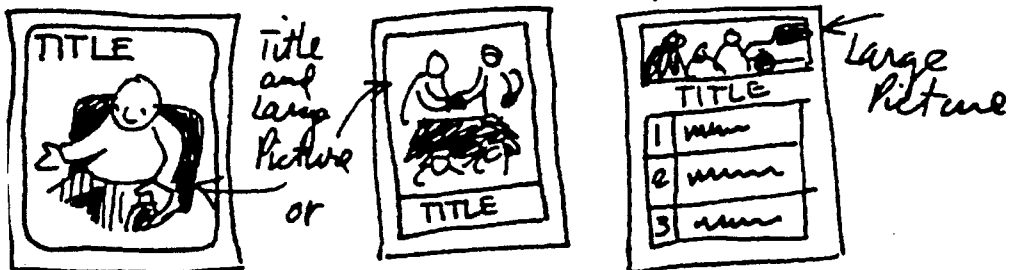
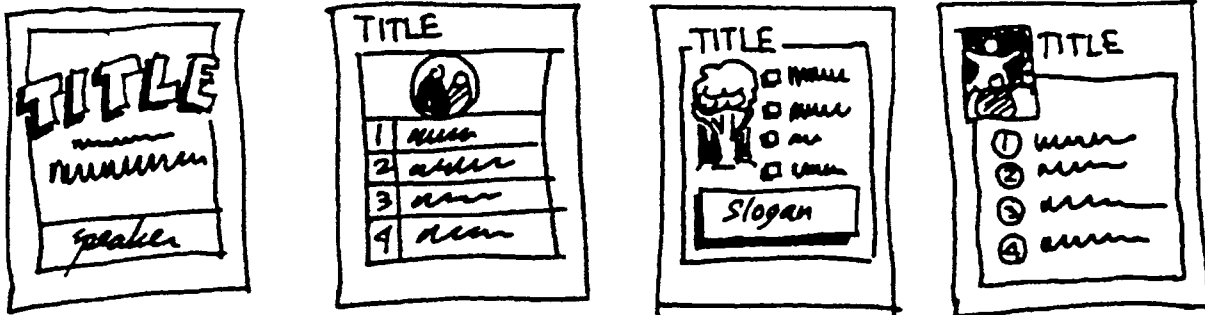
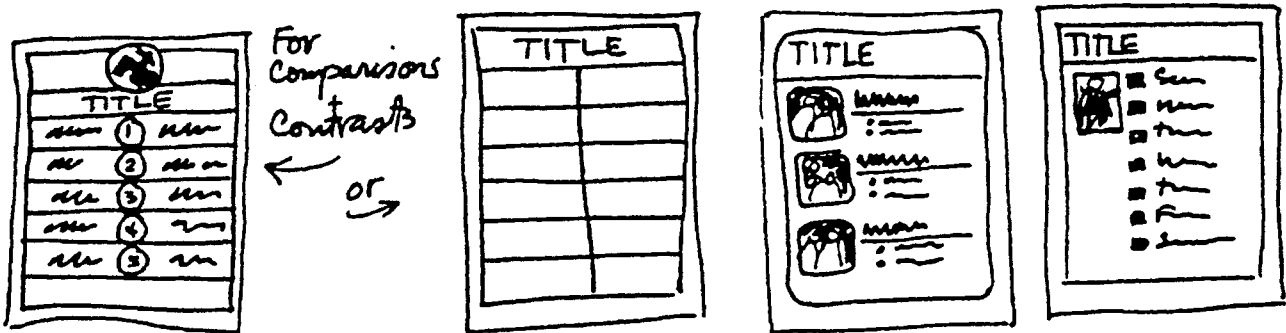
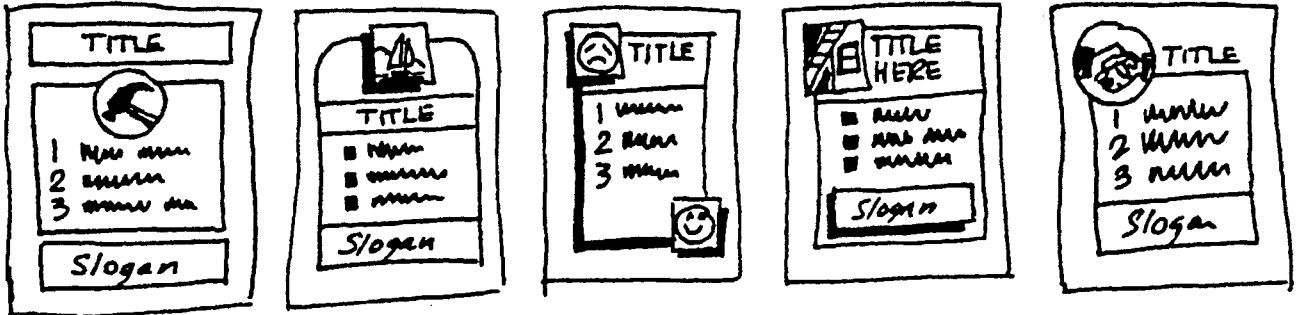
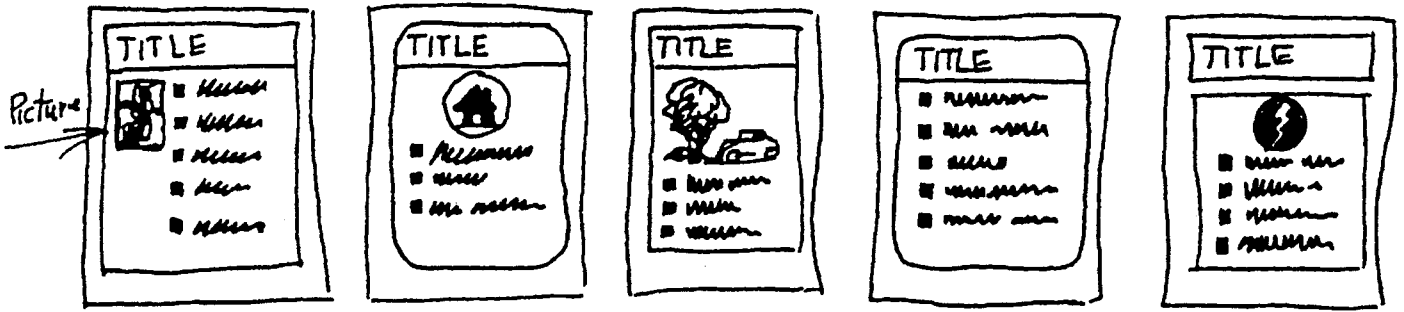
Follow 3 Steps:

1 Learn the facts
What, who, when, where, how, why

2 Guess the questions
Hardest questions you'll be asked

3 Speak the TRUTH
Facts you know for certain
Facts you don't know yet
Avoid speculation, guessing

Some variations for charts and slides



Just Be Clear

CITY COUNCIL MEMBERS want to understand what you are talking about. So do others who are present, such as citizens or the news media. Everyone wants you to be **clear**. Clarity is the offspring of two parents: **purpose** and **structure**.

The driving force of any presentation is **purpose**. **Why** are you giving this presentation? Are you **telling** (giving information, making people aware) or are you **asking** (requesting, recommending action)?

- **What is important for the council to know?**

- **What do you want the council to consider doing?**

Your train of thought rides on the rails of **structure**. Structure is the **order**, the **sequence** of information you present.

Two Helpful Formats

1 To be clear, continually clarify these five underlying questions:

- **WHO** (the requesting party)
- wants **WHAT** (specific request)
- from **WHOM** (person, dept.)
- **WHEN** (deadline; where/how?)
- **WHY?** (their reasons, justifications, benefits)

2 Use the **STORY** format

- **Somebody** (person, group)
- **Wanted** (seek, desire, yearn for)
- **But** (obstacle, conflict, problem)
- **So...**(result, solution, learning)

Example: Presentation to a Board of Adjustment

Who...

Mr. and Mrs. John Robertson...

want...

to add 114 sq. ft. room to an existing home

but...

this would exceed the requirement of 25% maximum lot coverage...

so...

they seek a variance from the coverage requirements of the R-16 zoning district.

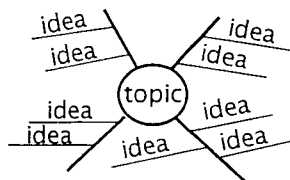
PREPARATION



1. Talks are like fruit, they take time to ripen. Begin planning your presentation as **soon** as you know you'll be speaking. How?

2. Think yourself dry. Write down everything you know about the topic, and every question you have about it... **before** you research what others have written. Audiences want **original** thoughts, not book reports.

3. Want more ideas? Try "mind mapping." Name your topic on the center of a page and let your mind free-associate related ideas that you capture as spokes from a wheel's center. Write down everything. Organize and sequence later.



4. Get the facts. Find out the essentials: date you'll be speaking, time of day, place (address, room). And **how long** you'll be expected to speak. Ten minutes, half-hour, an hour? Honor your given time.

5. Speak 150 wpm. Average speaking rate for business topics is 150 words per minute (120 for complicated material to 180+ words for stories and easy topics), including pauses.

6. Get excited about a key word or image you will be using in the talk. Look up the **roots** of a word: "development" for example, comes from old French and means "to unwrap, to unfold, and set free."

7. Gather quotations about your topic, both **serious** and **humorous**. Read books or Web sites with quotations. What's the reason people often disagree with us? I quote Goethe who said: "Every word that is uttered evokes the idea of its opposite."

8. Talk out loud in your car to create what you want to say in your presentation. Private automobiles are great sound chambers for **creating** ideas and **rehearsing** out loud.

9. Write it out or make notes, an outline, or visuals such as PowerPoint. Use whatever method works for you to get your ideas **down**.

10. Create a handout. Develop at least one page to give each person in the audience—an outline or summary of main ideas, a quiz or bibliography.

11. To tell a story. Include 4 key elements.

- 1) Somebody..**
Person, group
- 2) wanted...**
desired, yearned for
- 3) but...**
conflict, problem
- 4) so...**
solution, learning

AUDIENCES

12. Worry about the audience and their needs more than you worry about yourself or your topic. "I don't care what you know until I know that you care," is their silent cry.

13. Be audience-centered, not speaker- or subject-centered. Audience members care about themselves. They hunger for clear, honest, accurate, relevant, and interesting information they can use to achieve their dreams, dissolve fears, solve problems, reach understanding. ***Presentations should be about audiences, not just topics.***

14. Use the word "you" or *your* (we, us or our) continually as you speak to connect with the listeners. Not the blaming "you."

15. Think of audiences as equals, not as superiors/inferiors. Like you, they seek the truth.

16. Audiences want to be amused. They want to enjoy themselves with interesting information.

*** Avoid telling jokes** when you speak, most especially jokes with a **victim**. Use humor, but not offensive jokes.

17. Know that listeners are on your side. They want to be moved, informed, inspired, and encouraged.

38 TIPS TO PERK UP YOUR PRESENTATIONS

FEAR/ANXIETY

18. Drink lots of fluids before and during talks. Intense fear creates thirst. Visit the restroom close to speaking time.

19. Wear something lucky. "Dress well and you'll speak well," is an old saying. Dress up for your audience.

20. Squeeze a marker to control nerves when you speak. Squeeze it, don't play with it.

21. Rehearse out loud and know your opening lines by heart. Rehearse out loud *twice* is the old advice to fix things.

22. Use large notes written in huge print readable from your waist. Don't staple or paper clip pages. Keep them loose, numbered. Slide the top page to the left as you finish it.

23. Write speeches not in paragraphs, but line by line. End each line with a pause and breath:

We observe today
not a victory of party
but a celebration of freedom
symbolizing an end
as well as a beginning
signifying renewal
as well as change.

JOHN F. KENNEDY

OPENING

24. Look friendly.

Relax, open your face by lifting your eyebrows. Look as if you're happy to be here. Smile when you open and close. Let a smile be the bookends of your talk.

25. Talk to eyes. Speak every word looking into someone's eyes, one person at a time, for one or two seconds. Don't talk to your notes.

26. Follow this 6 step recipe for opening talks:

1) GREETING

"Good morning. Thank you for inviting me." Or whatever is friendly, complimentary.

2) QUESTION

Open talks with one of 3 kinds of questions.

- **Direct:** "How many of you...?"
- **Framed:** "The question before us today is, How can we...?"
- **Story-question:** Tell a brief story or state facts and follow with a direct or framed question.

3) PROMISE LINE

Preview what you'll cover and *promise* what they'll gain. "**Today I will...** (introduce, explain, teach, demonstrate, explore, share)...**three** (use a number if you have countable information) **ways to...** (and follow with a promise of the rewards or benefits they'll get by listening or participating) "**so that you will....**" Promise 2 or 3 rewards for listening.

4) NAME

Say your name here—after the promise or after the question, not at the start of the talk.

5) CREDENTIALS

Give your *professional* credentials that qualify you to speak. Add *personal* credentials, things you have in common with listeners. If you use a job title, say, "**What I really do in my job is, I help people....**"

6) QUESTIONS

Let them know up front **when** you'll take comments and questions: while you're speaking, or after you speak.

27. Explain clearly.

Answer three questions.

- **What** you're talking about: what it **is** what it **isn't** what it's **like**
- **How** it works, or is organized, or sequence
- **Why:** reasons why—causes, purposes.

28. Persuade with

benefits. To persuade, *begin with benefits* and rewards **before** you suggest actions. Try:

- 1) **So that you** (name at least two benefits)...
- 2) **do this** (specific, visible action to take)...
- 3) **instead of** (what *not* to do)...
- 4) **because** (reasons, facts, features, laws).

Remember: *Begin with benefits;* follow with requests, advice, or features. Benefits must outweigh 4 costs: time, money, effort, and risks.

VOICE TIPS

29. Talk loud and fast:

Loud enough to be heard easily (articulate with an active mouth), and with a lively, conversational speed (slow is boring).

30. Speak in short phrases of from 2 to 14 words at a time (ideal is 7–9 word average), not long rambling sentences.

31. Followed by a brief pause. Pauses show poise, confidence. "When the words cease, the meaning flows on," says a Chinese proverb.

32. Pitch down on endings. To sound confident and decisive, drop the pitch [musical note] of your voice on the **last syllable** of final words (drop pitch not volume). To introduce yourself, try this method:

I'm Sue An I'm Kai Woo
der son Kai Woo

Pitch down on the ends of almost everything, *including questions.*

33. Pitch up for emphasis. To communicate ideas, emphasize key words. Raise the pitch on the *accented syllable* of key words. Notice how the following sentence changes as you emphasize each word:

Homer doesn't kiss his wife.

It's: Se at Wash
tle ing
ton

Excitement is in the *upper* range. Go **up** to emphasize, go down on endings to sound great.

BODY TIPS

34. Move naturally.

Let hands and body move naturally. Gesture shoulder-high. **Stand steady**, in one spot, animated, with feet planted shoulder-width, toes fanned out slightly. Avoid aimless wandering.

CONFLICT TIPS

35. Listen longer when you are criticized: say: "Tell me more." Or, "Can you give me an example?" Complain rhymes with *pain*; react to his hurt with compassion.

36. Appeal to what's fair. It's not fair when one person dominates.

37. Replace "but" with "and." Instead of "I hear what you're saying, **but**," say, "I hear what you're saying, **and** I would like to add a different idea." The words *but* and *however* are evil in conflict situations. "And" is an invisible lubricant that allows you to disagree without being disagreeable. *But* creates enemies. Say, "Yes," "and," and "I'd like to add..."

THE ENDING

38. Conclude strongly. End with a summary and an invitation to share generously. Speak final words with high energy. End all presentations on talks on a note of positive **hope**.

Resources

BOOKS

FIERCE CONVERSATIONS by Susan Scott (2002). The best new book on how to achieve success at work and in life one conversation at a time.

GETTING REAL by Susan Campbell, Ph.D. (2001). Amazing, practical book on living in the moment with *what is*, by an insightful, long-experienced therapist. Excellent.

CRUCIAL CONVERSATIONS by Kerry Patterson, etc. (2002). Latest, best book on communicating in conflict. Stephen Covey loves it. See website at: www.crucialconversations.com

THE POWER OF NOW by Eckhart Tolle (1999). A guide to spiritual enlightenment of incredible power and joy-giving peace. Wonderful.

THE FOUR AGREEMENTS by Don Miguel Ruiz (1997). Outstanding life-altering ancient Toltec Native ideas.

A CALENDAR OF WISDOM by Leo Tolstoy (Translation 1997). The last book Tolstoy wrote was this amazing collection of daily thoughts that I find inspiring every day. This newly discovered volume is the finest book of spiritual readings I've ever had the pleasure of enjoying.

1. **7 Steps to Fearless Speaking** by Lilyan Wilder (1999). Fine book on all phases of professional speaking, especially strong on voice techniques by the leading speech coach and consultant to actors and broadcasters, including Oprah. Excellent paperback.

2. **"I Can See You Naked"** (1992) and **Do Not Go Naked into Your Next Presentation** (1997) and **Say It In Six** (1996), all by Ron Hoff. The first book is a classic on all aspects of speaking with a strong marketing emphasis. The second book is a 114-pag gem of great tips. The third book is about speaking at meetings. Paperback bargains.

3. **Speak Like Churchill, Stand Like Lincoln** (2002) by James C. Humes. Subtitled: 21 Powerful Secrets of History's greatest Speakers. Any book by this Churchill-look alike and U.S. presidential speech writer is a joy to read and learn from.

4. **Effective Executive's Guide to PowerPoint 2002** by Stephen Nelson and Michael Buschmohle (2001). Practical book not only on PowerPoint, but also how to use it well.

5. **American Accent Training** by Ann Cook (2nd Ed. 2000). Wonderful course with book and 5 CDs designed primarily for nonnative speakers who want to speak and pronounce American English, without giving up their native accent.

6. **Start With NO** by Jim Camp (2002). A fantastic book on negotiations that blasts the win-win approach out of the water with practical, proven techniques. Fabulous approach.

7. **Facilitating With Ease** by Ingrid Bens (2000). Best practical book I've found on all phases of facilitating with a CD of forms.

8. **Moving Mountains** by Henry Boettinger (1969). This is my favorite book on public speaking, best thing I've read in 43 years (and I've read more than 200 books on public speaking). Like so many fine older books, it is out-of-print, worth seeking.

Presentations magazine has emphasis on technology, 2 excellent of many good websites for speakers are: www.presentations.com & www.abacon.com/pubspeak (find more sites at google.com). For more about PowerPoint, see: www.actden.com/pp/