

# Mind-numbing vs Mind-blowing: Energize Your Next Presentation



*Ignite Your Success*  
NACE Experience Conference  
for Catering and Events



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## What sucks the energy out of a presentation or speech?



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## What sucks the energy out of a presentation or speech?



- Disorganized content
- Improper use of PowerPoint
- Dull opening
- Too much content
- Poor body language, voice and movement
- Remote presenting
- Bad tech
- Boring speaker



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## My background.....



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## A survey on presentations.....



What one or two things make a presentation excellent?



Enthusiasm



Interaction



Clarity

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## Selecting your topic

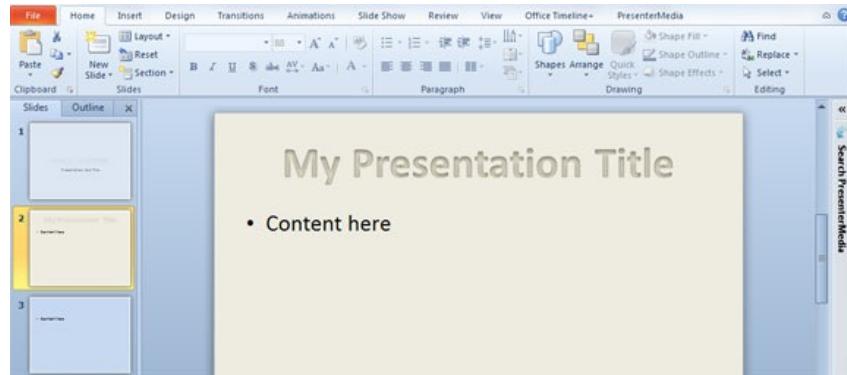


- What problem are you solving for the audience?
- What's the goal? What do you want to accomplish?
  - Question 1: So what?
  - Question 2: Now what?



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## It all starts with the title.....



- People will judge your presentation by its title
- If you had 10 seconds to make your point.....
- Your title is the foundation of your presentation

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## To prepare well, you must do these things:

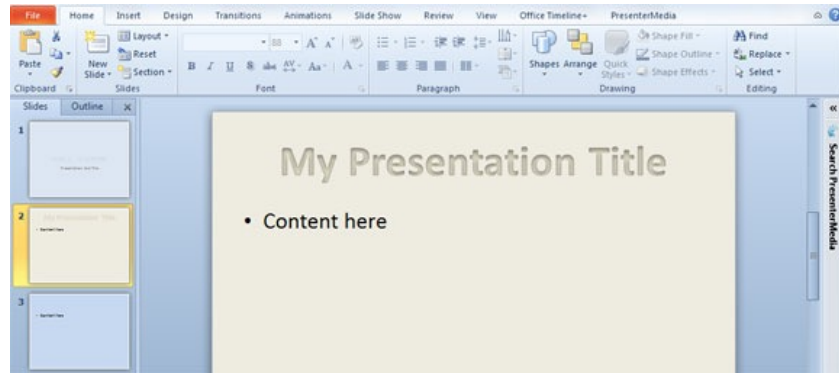


- Take a strong position in the title
- Think carefully about your specific audience
- Make your specific points as concise as possible



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## With an interesting title.....



....now come up with possible points that fulfill what the title is promising.

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## Finding the rhythm for your talk



1. Present your point
2. Expand on your point
3. Tell a story to illustrate your point
4. Help the audience apply the point  
(this is where "so what?" and "now what?" come in)
5. Repeat



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The more effort you put into the clarity of your points, the easier everything else about public speaking becomes.



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Your audience will develop an impression of you within the first 15 seconds



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You're spending that time  
squandering what may be your  
greatest opportunity to captivate  
them

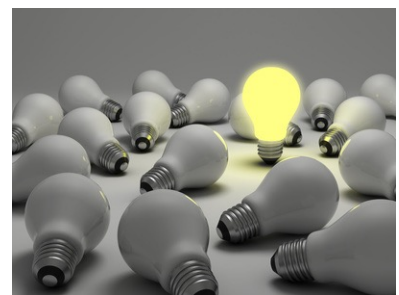


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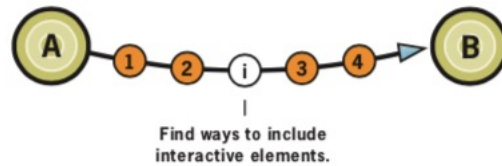
### What makes a great presentation opening?

- Show some energy! You're on stage!
- Be unique and memorable – first 15 seconds
- Tell a story
- Get to know your audience
- Start with the big picture
- Memorize your opening
- The audience wants to like you!



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## Adding interaction



- Q&A during presentation
- Ask the audience a specific question
- Ask audience to write down a list
- Ask audience to interact with person sitting next to them
- Solve a problem together
- Videos
- Polls
- Virtual – encourage audience to use chat window

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## The prepared closing



- Never end with questions!
- Memorize your closing
- What you hope your audience does with the information they have received or the skills they have acquired
- A call to action – to get active in something



*“In the long run, numbers numb, jargon jars, and nobody ever marched or protested because of a pie chart. If you really want to connect with your audience, give them what they’re waiting for – what we are always waiting for. Tell them your stories.”*

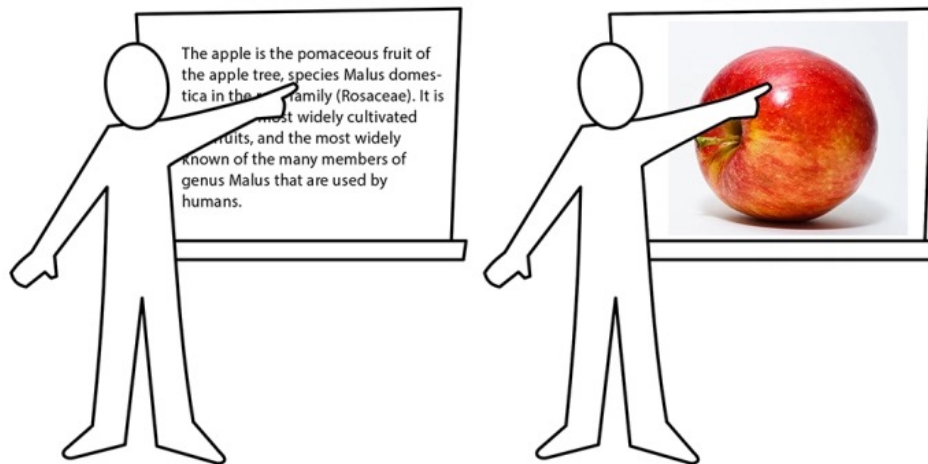
- Andy Goodman

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## Slides are a visual aid to help you deliver a better presentation



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## Slides or no slides?

### • Pros

- Provide structure
- Keep track of where you are in the teaching journey
- Examples, charts, data



### • Cons

- Become a replacement for your talk
- More worried about the slides than the actual presentation
- Slides become a crutch

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## Death by PowerPoint.....



- Text that continues on and on and on without any regard for your sensibilities.
  - This text will ultimately be read line by line by the presenter
  - It gives the impression that the speaker has no idea what is going on
  - Often the text is really too small to read by anyone over the age of 25.
- The text is often wrong in some way
  - The font is mixed making it stand out as just wrong.
  - Their iz ofen a hole bunch of unkorected speeling mistakes
    - Did this guy ever hear of spellcheck?
  - You spend way too much time looking at the chart and have no idea what the person is saying.
  - Or even worse you know what the speaker is saying because he or she is just reading every freaking word on the chart
- By the time you get down to the bottom of the chart you are ready:
  - To commit suicide from boredom
  - Snore loudly with no regard for the presenter's feelings
  - Wonder how that piece of food got stuck in the presenter's teeth
  - Fantasize about what you could be doing right now instead of listening to this mind-numbing jerk
- Notice that you still read even though you know nothing real is here!
  - You just can't help it. You are looking for some escape
  - You start to wonder how many brain cells have died since the start of this presentation
  - If you are reading this line you should yell "I'm bored!"
  - Get ready for 25 more slides just like this one

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## Proper use of slides



Don't pack too much information into a slide

- "Presentation" vs "Documentation"
- Number of slides is not the problem



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## Proper use of slides



The slide is your visual aid

- Don't read the slide

When you put up a slide, the audience is reading it

- Use PowerPoint "Animation" to control info on slide
- You want the audience to look at you

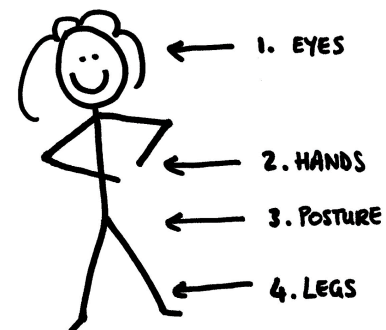


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## How to use your body language, movement and voice



- Show some energy! You're on stage!
- Body language and movement
- Use a remote-control device
- Eye contact
- Use your voice



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## Almost everybody makes this mistake



Most presentations move too quickly

- Remind yourself to slow down
- Pause
- Use repetition
- Cut your material
- Practice!



wikiHow

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## Know the “Technical” Details



- Microphones
- Rearranging the furniture
- Lighting
- Check out projector in advance
  - Test projector with your laptop
  - Practice in “slide show” mode



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The challenge of a virtual presentation is capturing and holding the attention of your remote audience

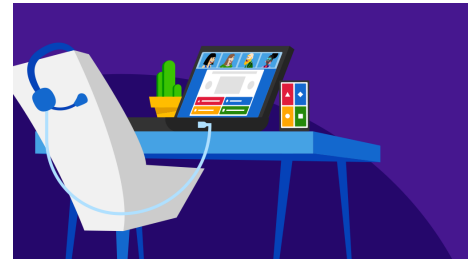


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## Basic presentation skills important to virtual



1. Content is king
2. Slides are more important than ever
3. Your energy is in your voice
4. Have a strong opening
5. Focus on audience engagement
6. Have a strong closing



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## Specific new skills important to virtual



1. Cameras and body language
2. What's in your background?
3. Proper lighting
4. Know the technology
5. How long will this take?
6. You are in charge of your space



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The answer to most attention problems is  
**POWER.**



**Speakers have POWER**

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### How to use your power as a speaker



- Set the pace
- Direct the attention
- Play the part: You're the star
- Know what happens next
- Get the audience involved
- Always end early



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## Reference materials



### Books

- **Beyond Bullet Points** – Cliff Atkinson
- **Made to Stick** – Chip Heath & Dan Heath
- **Presentation Zen** – Garr Reynolds
- **Confessions of a Public Speaker** – Scott Berkun

### Web Sites

- Free images - [freeimages.com](https://www.freeimages.com)
- Free Digital Photos – [pixabay.com](https://www.pixabay.com)
- Techniques and advice - [beyondbulletpoints.com](https://www.beyondbulletpoints.com)
- Toastmasters.org (detailed articles on voice)
- [speakerhub.com/skillcamp](https://www.speakerhub.com/skillcamp)

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## Summary



- ✓ Inspiration
- ✓ Information
- ✓ Insight



“They may forget what you said, but they will never forget how you made them feel.”

– Carl W. Buechner

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