Karen Friedman
ENTERPRISES
CREATING COMPELLING COMMUNICATORS

KAREN's TOP 10 PRESENTATION TIPS

1. Start with the end in mind
What you want your listener to take away? If you could sum up the story in ten seconds, what would you say?

2. Keep it simple
The more you say, the less people remember. Instead of trying to jam ten pounds of information into a two-pound bag, think about three key points you want your listener to remember.

3. **Data dump**
People remember impressions, not drifts of data. Be careful not to provide too many numbers without offering context/perspective. Make your facts and figures stronger by adding examples, analogies and powerful data so they understand how it affects them.

4. No one came to see a slide how
Slides should reinforce what you say, not serve as your script. Don't read the slide! Audiences are looking to you to make sense of information.

5. Get to the point
Most of us have short attention spans. Your audiences are no different. They want you to get to the point…quickly. When they ask a question, they want the headline. So, headline first, then details. Long answers frequently dilute messages.

6. Project Presence
When you speak, you're on! Even if it's a small meeting, you want to project so your voice is strong and authoritative. Visualize a person in the back of the room straining to hear you. Speak to that person.

7. C-P-R
Breathe life into messages. To make messages more compelling, try to personalize or humanize information so it is more relevant/relatable to your listener.

8. Nix the Jargon
Strategic, innovative, multidisciplinary, blah, blah, blah. Just because your audience is packed with managers and peers doesn't mean you should speak the lingo. People want you to make sense of information for them.

9. Pause
Give people a chance to digest what you are saying. Pause between thoughts. Pause when you ask a question.

10. Conversation vs. Presentation
Think of delivering information as a message focused conversation instead of a presentation. Imagine you are talking to your neighbor for a friendlier more conversational tone.

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