

How to present

Overview

Overview (Top Three Things!)

Overview

1/

Every presentation is a chance for you to gain or lose something.

Overview

2/

Every presentation is a structured conversation
– even if you are the only one talking.

Overview

3/

You feed the energy in the room. Your participants consume it.

Overview

1/
content

2/
style

3/
audience

Content

Content

What you say:
preparing

Content

Set up the room.

Content

Know your technology.

Content

Tailor your material to your audience.

Content

Remember what it's like not to know.

Content

Build a narrative arc to support learning.

Content

Sign post.

Content

1 How to present	2 Overview (Top Three Things)	3 Every presentation is a chance for you to gain or lose something.	4 Every presentation is a structured conversation - even if you are the only one talking.	5 You feed the energy in the room. Your participants consume it.	6 Content	7 Content	8 What you say preparing	9 Set up the room.	10 Know your technology.
11 Tailor your material to your audience.	12 Remember what it's like not to know.	13 Build a narrative arc to support learning.	14 Sign post.	15	16 Draw the presentation, first.	17 One thought per slide.	18 Use whole page imagery	19 Pull out text with a gradient layer	20 "Use big text for a quote to reinforce a point."
21 Practice, but do not memorize.	22 Details matter!	23 Bill's Dragon Comic	24	25	26 If signpost elements are repeated from page to page, make sure they are evenly in the same place...	27 ...because when they jump...	28 ...even a little...	29 ...it looks very sloppy.	30 What you say beginning
31 Your introduction must be delivered well. Rehearse it until you know it cold.	32 "If you remember just one thing as you leave here today, remember this..."	33 "Our objective today is to generate six concepts that will provide..."	34 "Our goal is to extract three insights from the research data."	35 Frame the discussion ("yes in the corner")	36 What you say, your content.	37 You must intimately know the content.	38 Confidence.	39 The written content on the PowerPoint is for you, not them.	40 There should be as few words as possible.
41 Do Not Read Your Slides.	42 What you say ending	43 Conclude in control.	44 Encourage questions throughout, but be ready to defer.	45 If you don't understand the question, don't answer it.	46 Ask for clarification.	47 Always repeat or rephrase the question.	48 Do not get defensive.	49 Take the applause proudly.	50 Style
51 Posture	52 Facial expression	53 Eye contact	54 Movement	55 Voice	56 Gesture	57 Competence	58 Emergencies...	59 Cool end collected	60 Backup presentation on usb

Content

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Overview

2/

Every presentation is a structured conversation – even if you are the only one talking.

4



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Overview

3/

You feed the energy in the room. Your participants consume it.

5



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Overview

1/ content 2/ style 3/ audience

6



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Content

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Content

What you say: **preparing**

8



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Content

Set up the room.

9



Content

Draw the presentation, first.

Content

One thought per slide



Use whole page imagery

A photograph of several old, moss-covered ceramic pots and jars in a rustic setting. The background is a wall of vertical wooden planks. In the foreground, there are several large, dark brown ceramic pots, some with lids, and a smaller jar. Green plants with large leaves are visible on the right side. The text "Pull out text with a gradient layer" is overlaid in the center of the image.

Pull out text with a gradient layer

“Use big text for a quote to reinforce a point.”

Include attribution.

Content

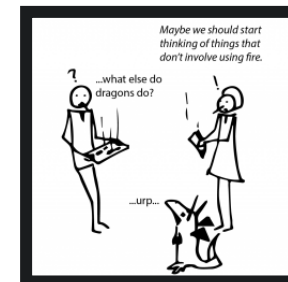
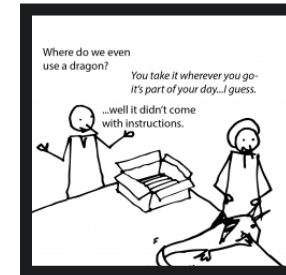
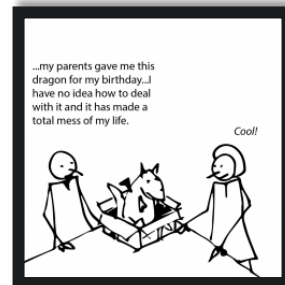
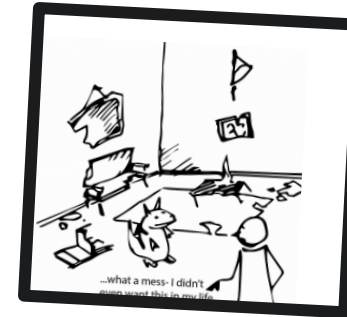
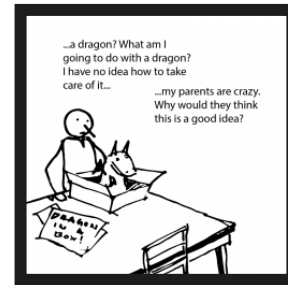
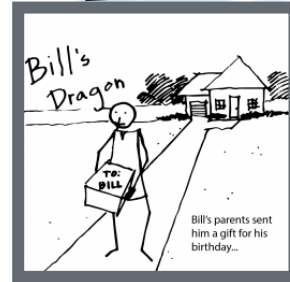
Practice, but do not memorize.

Content

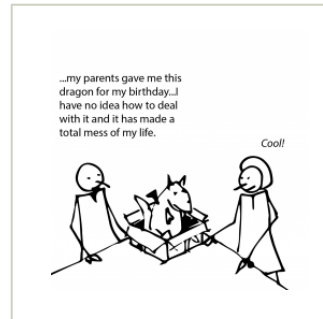
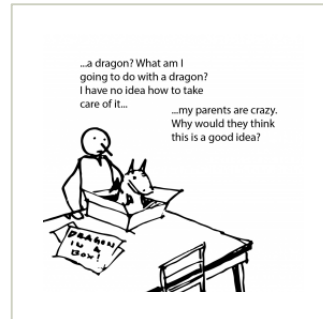
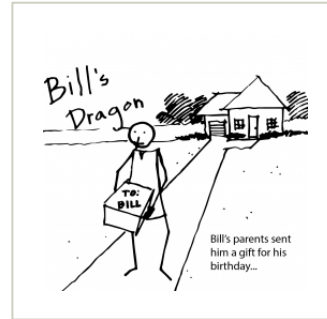
Detayls mater!

Content

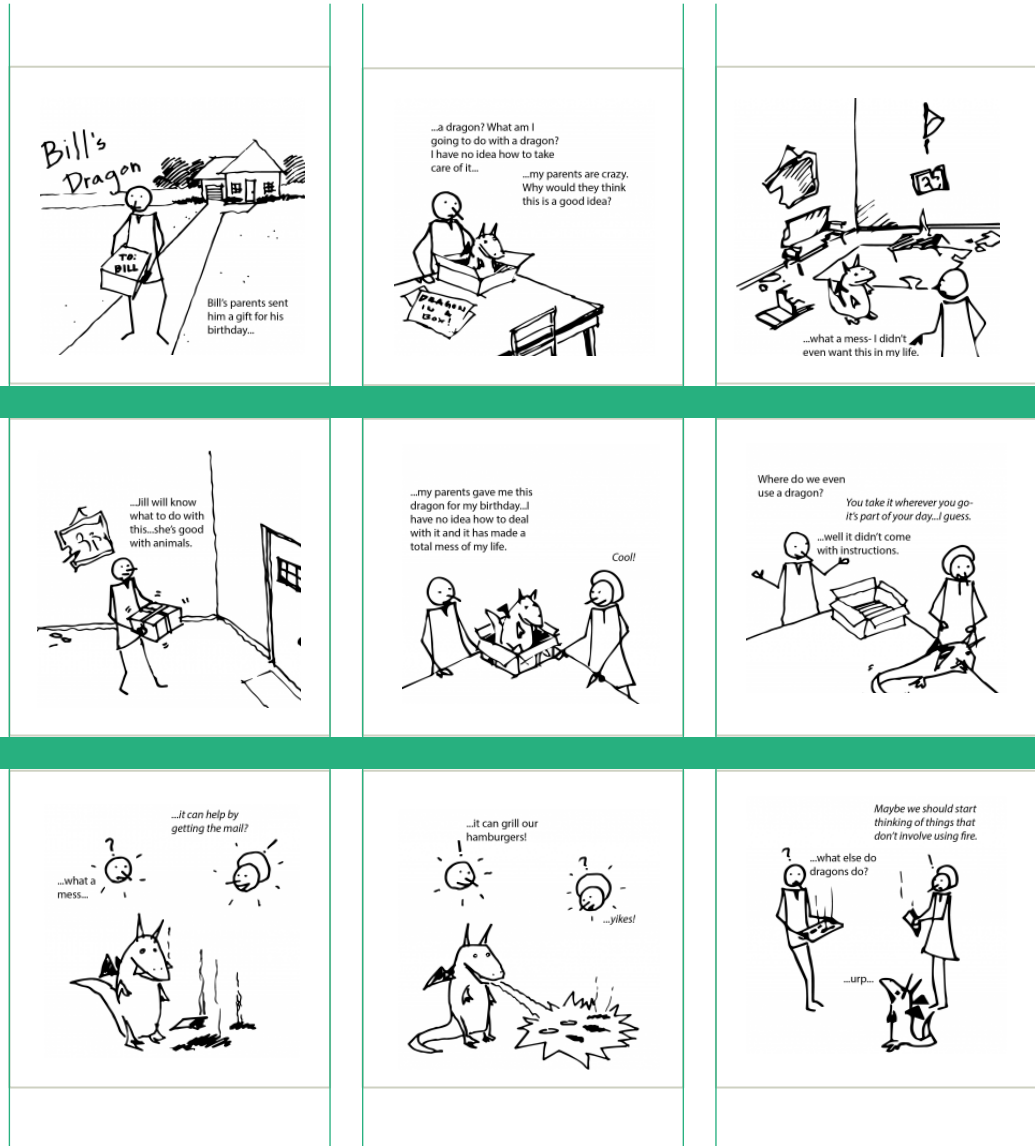
Bill's 'Dragon Comic



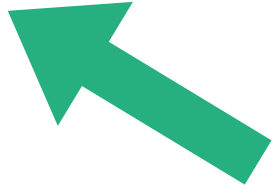
Content



Content



Content



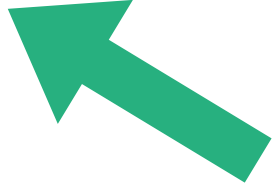
If signpost elements are repeated from page to page, make sure they are *exactly* in the same place...

Content



...because when they jump...

Content



...even a little...

Content



...it looks very sloppy.

Content

What you say:
beginning

Content

Your introduction must be delivered well.
Rehearse it until you know it cold.

**“If you remember just one thing as you leave here today,
remember this...”**

“Our objective today is to generate six concepts that will provide...”

**“Our goal is to extract three insights
from the research data.”**

Content

Frame the discussion
("pee in the corner")

Content

What you say:
your content

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You must intimately know the content.

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Confidence.

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The written content on the PowerPoint is for
you, not them.

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There should be as few words as possible.

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Do. Not. Read. Your. Slides.

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What you say:
ending

Content

Conclude in control.

Content

Encourage questions throughout,
but be ready to defer.

Content

If you don't understand the question, don't answer it.

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Ask for clarification.

Content

Always repeat or rephrase the question.

Content

Do not get defensive.

Content

Take the applause proudly.

Style

Style

Posture

Style

Facial expression

Style

Eye contact

Style

Movement

Style

Voice

Style

Gesture

Style

Competence

Content

Emergencies...

Content

Cool and collected

Content

Backup presentation on usb

Content

Backup presentation as pdf

Content

Backup presentation on your phone

Content

Backup presentation printed

Content

Backup presentation in your head

Content

Handle hostility with grace

Audience

Audience

What do they know?

Audience

What do they want?

Audience

What do they fear?

Audience

Do your homework.

Audience

Watch their body language.

Audience

Yawning doesn't always mean tired or bored.

Audience

Furrowed brow and piercing stare doesn't
always mean angry.

Audience

On the phone *does* usually mean not paying attention.

Conclusion

Conclusion

1/
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Conclusion

1/

Every presentation is a chance for you to gain or lose something.

Conclusion

2/

Every presentation is a structured conversation
– even if you are the only one talking.

Conclusion

3/

You feed the energy in the room. Your participants consume it.

Thank you!

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