

Lesson 9: 9-Minute Presentation

When was the last time you walked out of a conference room meeting and thought, “There’s an hour of my life I’ll never get back!” Unfortunately for all of us, that could have been yesterday because it seems to happen in business all the time.

When presenters are asked to present for 30 minutes to an hour, they tend to take all of that, and then some! If they are given only 10 minutes to present, they end up taking 20 minutes and claiming, “I just have too much material to cover and ten minutes isn’t enough time.”

That’s an excuse. Most of the time the excuse is given because it is easier to speak in 30 minutes than it is to speak in 10!

“I’m sorry for the letter. I didn’t have time to write a postcard.” – George Bernard Shaw

Instead of the speaker investing an extra 30 minutes of their own time to prepare a shorter and more concise message, the speaker wastes 30 minutes (multiplied by everyone in the audience!) of the audience’s time with the show up and throw up method of presenting. According to the U.S. Bureau of Labor Statistics, the U.S. wastes \$37 billion worth of time during meetings. Much of this time is spent listening to presentations that are much longer than necessary.

Most presenters don’t prepare shorter messages for two reasons:

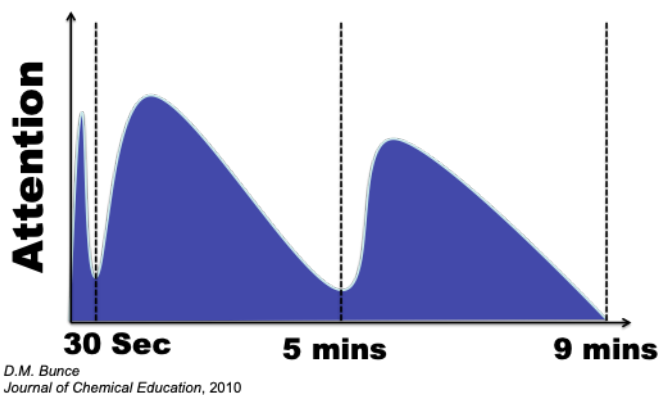
1. They **DON’T KNOW HOW** to make the message more concise
2. It **TAKES TOO MUCH OF THEIR OWN TIME** to prepare a shorter message



MESSAGE BUILDER

So what is so special about 9 minutes? Our 9-Minute Presentation Model is based on a simple structure targeted at the essential information for your audience. It's efficient to create and deliver. It provides maximum attention and retention for the audience. And, it's based on research.

In a study conducted by the Journal of Chemical Education, college students listened to a professor lecture while their attention was being tracked. The first three times the audience "zoned out" were at 30 seconds, 5 minutes, and 9 minutes. By using our model and limiting your delivery to 9 minutes you only have three dips in audience attention to combat: 30 seconds, 5 minutes, and 9 minutes. With our 9-minute model you can overcome all three!



Here I share the research behind the 9-minute model (2 minutes).

http://youtu.be/MKx6J_RbpD8

Discover more at the iSpeak YouTube Channel.

<https://www.youtube.com/user/iSpeakDotCom>

You can use the Quick-Start Models we have already taught you for avoiding these dips in audience attention, but sometimes you may need something more. So, in the final 2 lessons of our study, we'll give you two additional, bonus lessons, you can use to keep your audiences engaged.

