

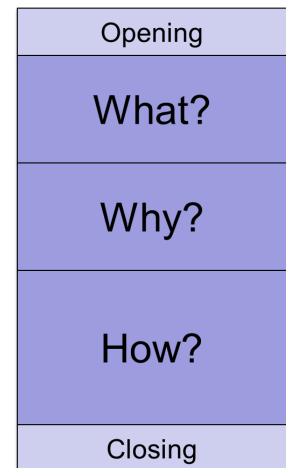
The Three Presentation Killers

1. _____ - not rehearsed, reading slides, no time management, no structure, off topic
2. _____ - doesn't connect with the audience, boring, facts and data only
3. _____ - too much text, too much detail, no purpose, no structure, too many slides

Overcome Killer Number 1: Be Prepared (*Corporate Oventions* – Chapters 2 & 6):

1. What's the _____ of the presentation?
2. **Audience** – How much does the audience _____ ?
- _____ **Audience** – How much does the audience _____ ?

What–Why–How Presentation Structure



Overcome Killer Number 2: Engage the Audience (*Corporate Oventions* – Chapter 7):

Corporate Storytelling - Where do you start?

What does your audience want? _____

What is the point? _____

The four story types are:



Four elements of a corporate story:

1. Characters _____
2. Dilemma _____
3. Struggle / Action _____
4. Resolution _____

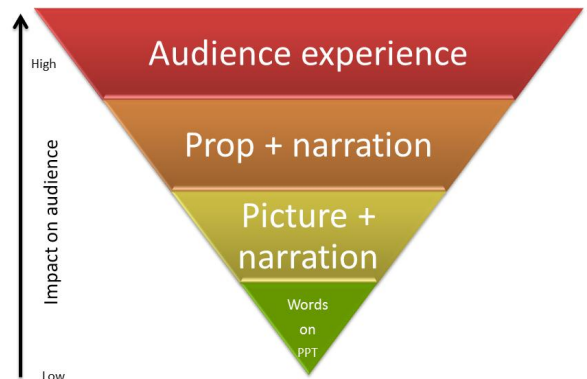
Bring stories to life with these 4 ingredients:

1. Give _____ to the characters in the story.
2. Use _____ when the characters speak.
3. Rehearse the delivery _____.
4. Use appropriate _____.

Overcome Killer Number 3: Using Visual Aids (*Corporate Oventions* – Chapter 10):

Levels of Visual Aids

Why is it when someone says “corporate presentation” it means “endless, wordy, and boring slides?” We have nothing against using slides as visual aids. We love visual aids. In fact, research supports the use of visual aids to enhance the learning experience for the audience. If you want to effectively inform and ultimately persuade your audience, simply telling the audience may be the least effective and least memorable method. Audience retention increases with visual aids.



The Impact of Types of Visual Aids on Audiences

IT'S **CLEAN**

IT'S **STRIKING**

IT'S **MEMORABLE**

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