



Killer Presentation Content 101

There's the "meat and potatoes" content you will share when you speak based on your expertise but what makes a great talk is your killer kick-off, which is the most key component because it's the deciding factor of whether you will lose your audience up front or make them sit up and listen attentively to what you have to share.

The basic structure of a speech or presentation should always:

- Humanize you. Begin with a 30 second personal or emotional story before you dive into the material. Share your WHY. Your purpose is what moves people to listen and want to learn more.
- Begin with a key phrase or intention, so the audience knows where you will end up (i.e. working backwards).
- Introduce 3 takeaways / benefits up front which you can work from.
- Illustrate with examples and personal stories.
- Don't forget to use cozy storytelling as examples. Sharing your personal stories or a joke will allow people to connect with you.
- People enjoy learning mini-interesting facts and will seek to hear more from you. Early on in your speech, weave in one or two "Did you know?" statements that establish yourself as a topic expert.

These will:

- Educate and Engage an Audience.
- Establish Trust.
- Make you memorable.

Don't get caught up in the mechanics of your presentation. The only technicalities of your speech or talk which you should practice are:

- Memorizing your opening and closing lines.
- Using pen and paper, write a quick and dirty outline of each topic you will discuss. This retains your speech in memory without needing to work at memorization.
- Practice a few mock speeches with someone or in front of a mirror.

During the initial section of your presentation, throw out some little known facts which tie into your topic and which would educate your audience. These will engage and instill trust in you.

- 1.
- 2.
- 3.
- 4.

Write down your opening and closing lines. Don't worry if they don't sound good enough. Get them down on paper, and then improvise when practicing a mock presentation.

Writing it down with old-fashioned pen and paper actually will help your brain retain them better.

Opener:

Closing:

Name your WHY.

Why are you up there speaking in the first place? The answer lies in what you believe is your purpose. Your job before diving into your material and what the audience expects, is to communicate a message and share your WHY first.

Why are you and/or your team working on this project?

Why would the audience care? What's in it for them?

Also, fast-forward to the end of your presentation.

What are they going to walk away with?

What action do you want them to take afterwards?

How do you want them to feel?

How can they be in touch with you after the presentation?