

A man with short, light brown hair, wearing a black tuxedo jacket, a white dress shirt, and a dark red bow tie. He is wearing black sunglasses and is adjusting them with his right hand. The background is dark and out of focus.

MUHAMMAD NOER

KILLER PRESENTATION

HOW TO CREATE AND DELIVER A *WOW!* PRESENTATION

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How to Create and Deliver a WOW! Presentation

By Muhammad Noer

www.BestPresentation.net

Author:

Muhammad Noer

Editor and Design:

Herry Mardian

First Translator from the Indonesian language version:

Dewi Ratna Suryodipuro

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Foreword

All praise belongs to Allah the Almighty. By His blessings, after spending more than a year writing, this book is finally finished. I praise Him that He granted me good health, convenience and a passion for writing towards finishing this book to completion.

And the blessing be on the Prophet Muhammad (peace be upon him), his family and companions.

I still remember the first time I delivered a presentation. I was a university student and I had to deliver a presentation using transparent slides and an old Overhead Projector. By the time I delivered the first sentence, I broke out in a cold sweat, and I was so nervous that my voice stuttered badly. Then I realized that delivering a simple presentation was a very difficult and scary experience but it was an excellent lesson, and it made me a better person and professional.

After graduation, I joined a multinational Fast-Moving Consumer Goods Company (FMGC) and started my journey towards delivering a great presentation. At the beginning of my career, as a management trainee, I needed to pass three tests before I could be considered a permanent employee. The tests were all about delivering presentations. A trainee had to be able to present a report spelling out which projects the trainee was given, what were the challenges involved in each project and what successes did the trainee achieve. Moreover, his or her presentations must be convincing enough in front of the company directors and senior managers.

As the day for our presentation schedule approached closer and closer, we became so tense, because very often we saw many trainees fail just as soon as they finished their presentation. That was the time when I really started learning a lot about how to give a presentation.

What is a 'presentation' actually?

Why deliver a presentation?

How to deliver an interesting and communicative presentation that will impress the audience?

Years of learning have helped me gain a deeper understanding of how to deliver a presentation. I have learned about how to arrange ideas, how to design slides, and how to speak in front of various types of audiences. And I have observed many great presenters who consistently deliver outstanding, killer presentations.

What is their secret?

What could we learn from them?

Eventually, I realized that presentation skills are important because of the different roles we play in our lives. A lecturer gives presentations when teaching students. A manager delivers presentations to his client. Even a minister gives a presentation when he needs to explain a particular policy.

Unfortunately, most presentations tend to be unattractive, boring and uninspiring to the audiences. What usually happens is that you are sitting in a room attending a presentation session, and within several minutes you feel bored and secretly hope that it will end very soon. Boredom is a sign that the presenter has failed to attract the audience's attention and has failed to keep their concentration.

That's the reason why I wrote this book. It is to help you improve your presentation skills to go from just 'a presentation' to a great presentation! From merely normal, good enough presentation, to a **killer**, one-of-a-kind presentation!

Regardless of your profession, there will come a time for you to explain something to others and you will be asked to deliver a presentation. That time will arrive soon God willing, and this book will help you prepare for it. To go to the next level, you will need to know how to deliver a memorable, convincing, and inspirational presentation.

The book you are reading now is a compilation of observations, experiences and actual practices that I have been doing for the last 15 years. I always learn something from every presentation I have delivered and I wrote down the lesson in this book. Whether it was a small morning huddle in front of the staff or a major presentation performed at the various level of government, business or public service. I copied down all that I have learned and I am sharing it with you.

While I was preparing the original version (the Indonesian language version) of this book, luckily, I had an exceptional experience to become one of the presenters in TEDx Jakarta 2011 - The Journey to Return. Therefore, I had a chance to explain the case study on how to design a presentation from the beginning until the end: Starting from collecting ideas to sharpening the message, to developing the visual materials and

finally, delivering it convincingly to the audience. So, this book was also my way to test all the presentation principles I have learned and used.

Besides sharing my personal experiences, I have integrated the techniques which are frequently used by many great presenters as well, along with some references that have influenced the presentation world greatly. Perhaps you might have heard of or have watched Steve Job's great visual communication skills, or have seen Barack Obama's ability to give eloquent addresses, as well as the speech techniques of many other great public speakers. You will find their techniques and secrets explained in this book.

This book will show you some of the most important principles of a presentation so that you can improve your presentation as you go. Finally, you can be one of the elite: a killer presenter, on any given occasion with the application of the principals contained in this book.

Giving killer presentations will change you personally and will affect the people around you. Imagine how many students would be helped by a lecturer who delivers his presentation in a memorable and inspiring way. An excellent, killer presentation from the head of a company will surely encourage and inspire the staff. Moreover, how many people will be enlightened by your killer and inspirational presentation in front of the public?

In closing, I'd like to extend my gratitude and appreciation to my beloved wife Nurul Halida and our children who always been there to support me from the very beginning of writing this book. To my parents who raise me and let me develop my potential. To Herry Mardian, my best friend who is also a psychologist and a very experienced editor.

I thank him for all of his support in preparing and formulating ideas, for giving editorial and graphical input, for his time discussing the concept and design of the cover, and for arranging the layout and overall design of this book: making it more lively and pleasing to read. To Amar Widiyanto, a good friend since my college days and now my partner in running our training company: Presenta Edu. To Dewi Ratna Suryodipuro, a friend who helped me translate the early version of this book from Indonesian to English. To Rich Bennet and his wife Ranti Aryani, who gave valuable editorial input to make the book easier to read.

Finally, my respectful regards to my beloved Mursheed, my spiritual teacher, who teaches his disciples to always share with others of what Allah put in our hands. For making everything easy for us and teaching us that whatever we do best should be channeled and flow outside for the benefit of others. Hopefully, this book will be a part of that sharing spirit.

I wish that this book will be beneficial to all readers and will serve as my own helper one day. Because all deeds and accomplishments shall be returned to Allah.

May Allah bless the writer, the team who helped prepare the book, and all the readers of this book.

If you like this book and benefit from it, please share it with your friends.

Jakarta, June 5th, 2018

Muhammad Noer

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| INTRODUCTION

Introduction

When Steve Jobs walked toward the stage at Apple MacWorld San Francisco in 2007, the audience was all cheering and applauding loudly. He smiled and said 'Good Morning' to everybody. He enjoyed their enthusiasm.

For a few moments, the CEO of Apple Inc. stood, smiled and thanked the audience. He let the audience to continue clapping and cheering.

He walked and appeared relaxed on stage, his gestures were calm and natural. His outfit was comfortable yet simple because he was wearing his signature uniform: a black turtleneck shirt, jeans, and a pair of sneakers.

After his welcoming remarks, he thanked them again and showed his appreciation to the audience.

Steve started his presentation with a smile, then with full confidence he exclaimed: "We're gonna make some history together today!" Immediately the crowd responded with applause and cheers.

A Killer, WOW! Presentation

Right after the opening slide, Jobs displayed a slide showing simple images: An Intel logo and a photo of Intel processor. He reminded them that last year he was standing at the very same spot and announced to the world that all Apple laptop production would shift to the Intel Processor within a year. Today, he proclaimed that they had reached that milestone; one of the smoothest and the most successful transition in their history. In seven months, they had successfully made all OS 10 Apple operating systems work on the Intel processor platform. He thanked all parties: his colleagues at Intel, the software developers, and all end users who made this achievement possible. The techie crowd went wild!

The following slide only showed the number “>50%”. With this slide he explained that presently more than half of the sales of Macs in the States are sold to people who have never used a Mac before, meaning, they have successfully sold more than half of their production to new users.

Next, he mentioned that 2007 would be a fantastic year for Apple. He was about to deliver a presentation that would launch Apple’s new remarkable product line for the upcoming year.

While explaining the achievements of the company, the slide only changed once. He only showed images and simple numbers, but he was the only one who could explain the meaning of those images to the audience. He didn't just make the audience paid attention to the slide to hide behind it. He utilized his slides as instruments to direct the audience's attention toward himself and his words.

On the next slide, he only showed an image of an iPod shuffle, a new portable music product, pinned on the collar of somebody's shirt, an iPod, several iPod nanos, along with a photo of the new iTunes Website. With this slide, he said "So, the first thing I'd like to do is give you an update about our music business," with a clear, relaxed intonation. He gave the big picture at the very beginning of his presentation.

Afterward, the presentation went on for almost two hours: introducing each product's use, and benefit with simple, easy-to-understand analogies that everyone could understand. Then, he saved the peak of his presentation for his three-in-one touch-screen, music/mobile phone/internet communications device, which would revolutionize the industry.

But while the audience was waiting for Steve to display three separate products, he then unexpectedly said that he would not give them three products. Instead, he

introduced one single product that would perform all three functions: the iPhone. That was the moment when he introduced iPhone to the world. The audience then was cheering and raving!



Steve Jobs at MacWorld 2007

When he started to explain the features and the advantages of iPhone, they became more enthusiastic. Then he showed the audience how easy it was to use it and demonstrated its functionality right on the stage. He never went into technical details. He just made the audience understand its function, benefit, and ease of use.

Though the attendees were most likely IT practitioners, he introduced all his new products in a way that any layman would understand so when the presentation was

broadcast through the internet and watched by millions, everybody understood right away about how easy it was to use.

The slides he used were very simple. Almost all the slides contained intuitive images whose functions were easy to assume. If there were a slide with words, then he would make the words simple - without using long sentences—almost like a visual slide. The words in the slide seemed like minimalist graph art, rather than a slide spelling out multiple trains of thought. Even though he was dressed casually with jeans, long sleeve turtleneck and a pair of sneakers, he and his staff had successfully delivered a killer presentation in front of millions!

For two hours, the sound of applause, praise, and enthusiasm from the audience were heard many times. Nobody was bored with the presentation. It was so different from all other corporate presentations—which are reserved for board members and shareholders. This presentation was for the masses because the iPhone was a device for the masses. He knew his audience! And after the presentation, everyone wanted an iPhone without a sales pitch! That was a killer presentation!

The combination of the presentation style, carefully selected sentences, elegant, straightforward slides, and a direct demonstration of the product, have made Steve Jobs and his team as one of the best company presenters. He and his team put together one of the best corporate presentations ever. With his simple, yet elegant slide selection and his real-time product demonstration, he delivered a presentation

not to be forgotten. He truly knew and captivated his audience with this demonstration.

At the same time it was an entertaining performance. Each slide was designed meticulously like a graphical art poster. Every sentence he said, every gesture he made, and each product he demonstrated, were focused like a theatrical performance. There aren't many people we know who have the capability of designing and presenting such an excellent performance.

What were the secrets of the great presentation that Steve Jobs and his team made? How could he be so relaxed yet so convincing to his audience? What kept the audience glued to their seats: willing to hear the presentation from start to finish?

These are several questions this book will answer. You will learn to recognize and to understand the characteristics of effective and successful presentations. Moreover, you will learn how to apply this knowledge on every occasion: in the classroom, in a meeting, or speaking on the podium in front of thousands of people.

Delivering a killer presentation is the aspiration of every presenter.

No matter what kind of presentation you need to give or how many people you're talking to, you can always deliver a presentation at your best by implementing the killer presentation principles.

Becoming a Killer Presenter

Whoever you are, you probably have experienced some nervousness, worry and anxiety every time you need to give a presentation or speech in public. According to a famous public poll, people fear public speaking more than they fear of death.

Why is giving a presentation and speaking in front of the public so terrifying for so many people? Is it that difficult to give a good presentation?

If that is the case, then why are Steve Jobs, Al Gore or Obama so natural and give 'such killer' presentations in public regularly? What are their secrets and how are they capable of turning their presentations into attractive, inspiring and entertaining performances?

These are questions which are frequently asked by those who want to improve their presentation skills.

I wrote this book to help you to talk on stage confidently so you will be able to deliver an inspiring presentation in front of the audience. If you use the principles of 'a killer presentation' explained in this book, you will be able to deliver a great, 'killer presentation' which would stay long in the heart and head of any audience.

This book will guide you to learn what great presenters do. You will know what they do in their presentations.

Perhaps you are the manager of a big company who gives presentations frequently, or a lecturer who teaches in class every day using presentation slides, or maybe a college student who delivers team assignment presentation or prepares an important presentation for your final essay or thesis.

Whoever you are, whatever your profession, you can be a far better presenter. Nobody in this world is born with exceptional, killer presentation skills. They are *learned*.

All the people you admire for their presentation capability achieved their success through long and constant practice. They kept trying until their long and continuous effort was fruitful.

You can be one of them.

This book was not meant to make you a passive reader and rigidly follow specific steps in giving a presentation. I will assist you to understand actively: why specific ways will bring you success and why some others will not.

Every presentation is unique, and each of them needs a different approach. Some excellent presentations use a combination of slide animation and product demonstration. But there are also many great presentations which are very brief and without slides—only using the power of words, select sentences, and voice intonation.

You can always adjust accordingly, depending on the situation and condition you are facing.

Through this book, I will explain essential principles that will guide you to deliver a killer presentation and to speak in public effectively and attractively.

I will encourage you to learn and practice those principles, as well as to adjust your presentation style according to your unique situation.

Why is a Good Presentation Important?

Delivering a good presentation is not always easy. Think of all the presentations we have attended. We would find that most of the presentations were unattractive, boring and difficult to understand.

It happens because most presenters don't really understand the needs of their audience. They don't know how to convey their ideas effectively. As it turns out, they fail to achieve the objective of their presentations.

Likewise, most of the presentations we have attended hardly reached the main objective. Presenters get frustrated because of their failure to deliver a good presentation. The audience will feel the same because they don't get much benefit from it.

Try to remember the experiences you had when you were listening to a presentation, and honestly answer these following questions:

Did you often feel bored when listening to a presentation, and wished that the presentation would end soon?

Have you ever thought that the presentation you were attending was just a waste of time?

Could you remember the content of those presentations?

Studies have shown that usually, the audience will start to feel bored after seeing the presentation after just ten minutes. It is the time when the audience begins to check their watch, start to yawn, or starts thinking about when the presentation will end.

A killer presenter will make the best use of the first ten minutes, gaining trust from the audience. On the other hand, bad presenters usually keep talking, without any clue that most of her audience have lost interest.

It's not unusual for a presenter to forget one essential thing: when he delivers a presentation, he has taken the audience's precious time. It will be such a waste of their time and attention if the presenter fails to offer valuable information.

Most probably, you have difficulty in remembering the content of a presentation that you have attended. I can be sure of that because usually, presentators use very complicated slides with long and confusing sentences. It's no wonder that even the smartest audience will find most presentations difficult to understand.

Not all presenters understand that using simple slides—which are easier to remember—will have a powerful impact on the audience.

Another thing. Instead of utilizing slides as a visual aid, presenters generally show it as a document which they read during presentations. It's not surprising if the audience came out of the room with a big question hanging over their heads: What the heck was the main idea of that presentation?

Now try to answer this question honestly:

How often have you attended an inspiring presentation?

I am quite confident that most of you would answer none. Perhaps, once or twice at the most. Maybe only a few of you the lucky ones out there.

Finding an inspiring presentation is not easy. It would be even harder to find them in common everyday presentation situations, such as the office, classrooms, or public seminars.

You might feel inspired only by presentations of significant public figures like Barack Obama, Steve Jobs, or Al Gore. At least you will feel motivated when you listen to a presentation from a great motivator in an event.

That means almost all presentations we hear from day to day are unable to inspire. A presentation has become a regular activity, and eventually, we get used to mediocre

presentations and then they become the new norm. So how do you go to the highest level?

Be a killer and inspirational presenter. Appreciate your audience's time. Make them satisfied with the ideas and the reasoning that you deliver.

Involve your audience in your presentation, from the beginning to the end. Never, never deliver a presentation for your own sake.

Convey a simple but powerful message so that the audience will remember it for a long time.

If you succeeded in delivering a killer presentation, you would gain many advantages:

- The audience will understand your idea.
- The audience will remember your message.
- The audience will be convinced and you can call them to act.

- You will inspire others.
- You will satisfy the audience's expectations, who have willingly spared their precious time to listen to your presentation.
- You will feel meaningful because you gave your best and they benefitted from you.

Delivering a killer presentation will give you the opportunity to change the world through your message. At least, you can help your audience to be a better person after listening to your killer presentation.

Remember: an exceptional, killer presentation is very important for you, and for your audience.

How to Make an Effective, Convincing and Killer Presentation

Before we learn to deliver a killer presentation, let's examine the characteristics of a killer presentation.

- **Quality**

The content and message conveyed have great value, are substantial and benefit the listeners.

- **Effective**

The message is delivered in a simple and effective way. The audience will grasp the message without any difficulties.

- **Convincing**

The audience is convinced of the message. They agree with the opinion and argument offered by the presenter. They are willing to act and follow the presenter's wish.

Those are the three components that separate 'just a presentation' to a 'killer presentation'. We can always see those three components from many great presenters such as Steve Jobs or Al Gore in their presentation.

When was the last time you attended a presentation with those characteristics?

If you rarely find a killer presentation, most probably you too will have difficulty giving a killer presentation. It happens because you don't have a good point of reference to go on.

So, is it that difficult to deliver a killer presentation?

No, not really. If you are willing to learn the characteristics of a killer presentation and to practice them, it won't be difficult. Only then will the quality of your presentation improve over time.

Of course, this will not happen overnight. You need to practice and keep on practicing the killer presentation principles until they naturally become part of your presentation on every occasion.

Realize how it will benefit you if you can successfully deliver a killer presentation. You can deliver your ideas in a simple language in ways that are much more understandable and memorable. It is beneficial if you are a lecturer, a speaker, or a person who intend to give some explanation to others.

As a professional, you will be fully capable of convincing other people to agree with you and to implement your ideas. Thus, for example, you can sell your product to your client more efficiently and gain confidence as well, especially, in times when you have to speak to your superior, colleague or your staff.

This book will provide a handful of basic guidelines to be mastered by anyone who frequently gives a presentation. You will learn the principles of a killer presentation used by many great presenters when they open their presentation, design their slides, present their ideas and finish their talk with strong closing sentences.

This book is a summary of my own experiences in attending and delivering many presentations throughout my career. In every opportunity, I always try to improve my presentation technique and skills. I have learned from many books, videos and great presenters about how they deliver their messages so convincingly to the audience. I have summarized all of this for you in this book.

Learning Presentation from TED

TED (Technology-Entertainment-Design, [TED.com](https://www.ted.com)) is a non-profit organization which collects inspirational public figures from all walks of fields to give presentations at a general conference. With the motto: 'Ideas worth Spreading', TED showcases various interesting presenters who are experts in their fields.

In the beginning, TED organization only focused on three specialties: Technology, Entertainment, and Design. But nowadays you can find many brilliant and original ideas coming from public figures in the fields of art, politics, science, education, health, and many more.

Learning from TED presentation videos is one of the most effective ways to see directly about how world public figures deliver their presentations. You will see how they utilize every aspect of the presentation: their speaking technique, their communicative slide design, their gestures, while at the same time, they summarize their ideas into a simple yet attractive language for the audience.

In this book, I will show you many examples of TED presentations act as a reference point for you to study.

Here are some ways you can benefit from these presentations because in my opinion, TED presentations, are always:

1. Inspirational

All of TED's presentations give new, fresh inspirations. You can find many kinds of interesting subjects. You can watch Al Gore deliver presentation on climate change, watch Bill Gates explain the relationship between mosquitos, malaria and education, watch Sebastian Seung, a neuroscience expert, describe the insightful relationship between one nerve cell and the other—and how he created the term 'connectome', or enjoy Tom Chatfield tell a story about how the world of gamers sell their imaginary wealth through virtual products. The topics discussed are comprehensive and they always offer new insights.

2. Effective

TED's presentations are delivered in a consise fashion: each speaker will explain a subject in less that 18 minutes. That means before you can get bored, these exciting presentations are finished.

Even if you watch presentations that are entirely outside of your field, you can still learn many ways about how a brilliant presenter captures the audience's attention and make them grasp his or her concept quickly and easily.

3. Powerful Slides

A slide should only be used as a visual aid to illustrate what the presenter intends to convey. Every presenter in TED's conference will only display simple slides, mostly images with just a few words (some even use only one or two slides, or don't use any slide at all).

You can also learn from many presenters about how they utilize informative animation videos to translate a very complicated concept to an easily understandable form of information.

4. World Class Presentation Technique

TED Presentations are presented directly on stage, watched by hundreds of in-house audiences, or by thousands of viewers all over the world digitally. You will learn from those presenters about how they open their presentations, ask questions, build rapport with the audience, use humor, proper gestures and visual aids, to explain and end the presentation in a strong and convincing fashion.

Instead of learning book by book about great presentation theories, here you can see directly how great presenters do their presentations on stage.

5. Various Language Transcription

Every TED presentation is provided with a complete word by word transcript, in English, or other languages. Volunteers professionally made the transcripts. Not only that, you can even make the subtitles appear during the presentation. In this way, you can see for yourself, in great detail: word by word, or sentence by sentence, the reason why the presenter used whatever he used to get his point across to the audience.

6. Free

All TED's presentations are free and you can download and play them on your computer or mobile device as often as you like. So you can have your very own collection of great presenters to watch anytime, anywhere; even while traveling.

Apart from the TED's global conferences, there are also TED's local and regional conferences that you may attend as well so you can see local talent on display.

I need to remind you again: you can deliver your presentation just like them. Nobody was born with the capability of giving an exceptional presentations or having remarkable public speaking skills. They all learned the principles, learned little by little, and practiced over and over until it became very natural to them.

I have learned many of the principles they use as well and try to implement them in every presentation occasion. Now, I would like to share them with all of you.



Muhammad Noer at TEDx Jakarta

1

| PRESENTATION OBJECTIVES

PRESENTATION OBJECTIVES

1

What is the objective of your presentation?

You really should ask yourself “What’s this for?” before delivering any presentation. It’s a very simple question. The answer will be the very foundation of your whole presentation because whatever you intend to show, to say or to convey, is built on that very question.

The Importance of the Objective

Before preparing any presentation, ask yourself, “What is the objective of this presentation? What are the goals I want to achieve from this presentation?”

EVERY PRESENTATION SHOULD HAVE OBJECTIVE. Without an objective, you will be lost on stage. You will be talking aimlessly and your audience will gain nothing after wasting time listening to you.

If you are wasting their time, you will not be remembered nor will your message.

In his famous book “**The Seven Habits of Highly Effective People,**” Steven Covey explains that one of these habits is to ‘**always determine the final objective before starting anything.**’ He would say in his book, “begin with the end in mind.”

Begin with the end in mind.

With that in mind, before you create something, you should have the big picture of whatever you want to achieve. In other words, if you're going to build a house, you should prepare the blueprint before laying a cornerstone.

You should do the same when creating a presentation.

Before designing any slide, before thinking about the opening sentence, preparing the reasoning and argument, or formulating an impressive closure, the first question you should ask to yourself is, “what is the objective of my presentation?”

You *must* be able to answer that question.

If you cannot not answer that question, then it means you don't even know what you want to achieve through your presentation and you will not be an effective presenter.

Determining an objective is very, very important because a clear purpose will lead you on how to deliver the presentation.

Any presentation that is intended for *giving information* should be designed as simple as possible, to be understood promptly with the best understanding possible. Even an audience who has never heard about your topic should be able to understand the information you deliver through your presentation.

If your presentation's objective is to *persuade*, then your presentation should be able to touch the audience's feeling or emotion. This kind of presentation aims to change the audience attitude and persuade them to do something. 'Changing their attitude' or 'doing something' can mean that they agree with your idea, they buy your product, or support your cause.

In general, there are only two main presentation objectives:

- **To inform**
- **To persuade**

A presentation that is intended *to inform* is aimed to address an audience who are not familiar with the topic. This kind of presentation outlines facts and data and

makes the audience know and understand. At the end of the presentation, the audience should understand something that they did not know or understand before.

This kind of presentation has to be designed simply and easily to be promptly understood. The faster the audience understands; the better.

It is important to note that you have to be aware that this is the first time your audience has heard about the topic. Be careful not to treat your audience as if they have the same understanding as you: do not talk too fast or consider their questions unimportant and uninteresting, or use jargon that you think they would understand. You are already an expert on the topic so slow down because you might lose your audience.

On the other hand, presentations that are intended *to persuade* others, will encourage the audience to act. This presentation should have “a call to action”: something the audience should carry out after the presentation. ‘Action’ could mean to buy your product, to agree with your proposal, to accept your idea, or to do other specific action.

An informative presentation often takes place in a classroom setting when lecturers are teaching while the persuasive presentation is usually within the scope of the business and professional world.

Aside from the two main purposes of presentation there could be other objectives. In “**The Lost Art of the Great Speech**”, Richard Dawis mentions that there are six objectives for anyone doing public speaking:

- To entertain
- To motivate
- To inspire
- To inform
- To persuade or to convince
- To defense

So a presentation is not limited only to inform or to persuade. A presentation could also aim to entertain, to motivate, to inspire, or even to defend somebody and are relevant when we talk about attractive and effective ones.

We love presentations which do not merely feed us information: we love inspiring presentations. We always admire a presentation that persuades but also motivates, and inspires. And, everyone likes a presentation which entertains.

A presenter should keep those thoughts in mind before he starts to make the presentation preparation.

So, the very first step is to determine your presentation's objective before you begin.

Determine your presentation's objective before you begin.

Presenting = Communicating

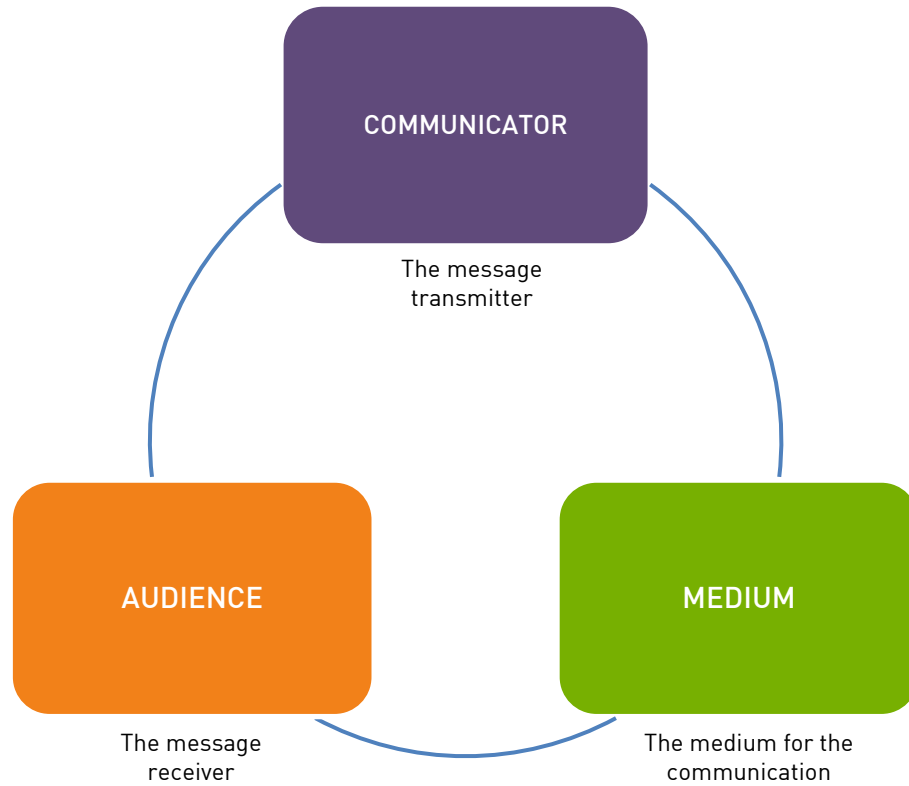
Presentation is a form of communication. Communication through presentation is created via an integration of sounds, images, and bodily gestures.

Hovland, Janis and Kelly defines communication as:

"...the process by which an individual (the communicator) transmits stimuli (usually verbal) to modify the behavior of other individuals (the audience)"

To ensure a well-delivered message in communication, you need to involve three essential components:

1. The message transmitter (the communicator)
2. The medium used for the communication process
3. The message receiver (the audience)



Picture 1.1
Three Components of Communication

Successful communication happens when the audience receives and understands the message's meaning precisely as meant by the communicator.

Please note: *precisely as meant by the communicator*. There are no differences nor distortions in meaning, as intended by the communicator.

You could achieve it if you as the communicator use the right media, deliver it in the right way, and communicate it at the right time. Doing this will minimize the possibility of distortion of the message.

That is theory. In reality, it's impossible. In fact, there are no messages or ideas that are 100% perfect and understood by the receiver. In the process of delivering information some misinformation will occur.

The task of an excellent communicator is to minimize the distortion of information as much as possible, so that the listeners will successfully accept it as intended.

An excellent communicator will minimize the distortion of information as much as possible.

Three Components of a Presentation

A presentation is a form of communication and it has three components as well. They are:

1. **The Presenter** – You

2. **The Medium** – The medium you are using for delivering the presentation
 - a. The slides you display
 - b. The clothing you wear
 - c. The voice you transmit
 - d. The gestures you demonstrate
 - e. The words you choose
 - f. The messages you convey

3. **The Audience** – The people who listen to your presentation

As you can see, a presentation is all about communication. As a presenter, you sell your ideas and concepts to convince your audience.

Whatever you deliver and how you deliver it will determine whether the ideas will be comprehended and put into action by the listeners.

Determining the Objective of Your Presentation

Anytime you want to deliver a presentation, always start with the objective of the presentation.

The clearer your objective, the easier for you to prepare.

With a sharply defined objective, you can select priorities, choose appropriate sentences, and design communicative slides. Moreover, you can determine the most appropriate approach according to the situation you will be facing.

The following are some examples as to how to define a presentation objective. Please note that different presentation situations will affect the objective.

SITUATION: You are a lecturer in Marketing Studies and you want to talk to the students about how advertising works.

OBJECTIVE: To inform the student about the main principles in designing an advertisement to help the student understand that advertisement can be made simple without being too costly.

SITUATION: As the head of a company, you have to explain the new vision and mission of the company to hundreds of employees who have been working with you for decades.

OBJECTIVE: To convince the employees that the new company's vision and mission are actually in line with their personal values, thus, they can use them as general guidance on how to work and behave in the company.

SITUATION: You are a training expert who will speak in a company's seminar on how to build a learning organization.

PURPOSE: To inform all participants about 'learning organization,' make them understand and convince them that a learning organization can be built through simple ways and informal learning, so they can implement it in their companies and organizations.

SITUATION: You are a salesman, and you will give a presentation in front of the Board of Directors as a prospective future client.

PURPOSE: To convince the Directors that the products you offer are revolutionary, easy to use, will increase productivity, and have a lot more value added compared to the products sold in the market. This will persuade them to accept your company as a client.

If you noticed, all those examples were related to informing or convincing other people. Learn how to assess and understand the situation, to determine the presentation's focus, to convince the audience, and to decide the final objective to achieve through your presentation.

Please be aware that *every presentation's situation is unique* and requires a unique approach.

Every presentation's situation is unique and requires a unique approach.

2

| KNOW YOUR AUDIENCE

2

KNOW YOUR AUDIENCE

Who is your audience?

A presentation is made to be shown to an audience. A specific audience. Usually they are specific and different in every presentation.

By knowing your audience—those who come to see and listen to you—would help to understand how they process information and what they want to hear from your presentation. By understanding that you can make adjustments as needed, so your presentation will impact the audience.

I have explained in the previous chapter that the audience is one of the key elements in presentation. The whole 'going onstage to deliver a presentation and create a certain communication process', is actually for them.

It is Very Important to Know Your Audience

How could you understand the audience and give them what they need, if you don't know them? When you don't understand their point of view while listening to you, the communication process will not happen.

You will find that it's difficult to connect yourself to them and they will have difficulties in trying to understand you.

This can lead to a frustration. You will feel frustrated because you fail to make them understand, and they are frustrated as well because they could not fully understand you.

However, if you understand your audience well, you will deliver your presentation confidently in a more relaxed manner, because you know exactly what they want. You know which information should be delivered and discarded. As a result, you can easily get the audience's attention, because you understand all the necessary factors which influence them to act.

Knowing your audience does not only mean that you know them as your superiors, colleagues, students, or common people. Knowing your audience involves knowing

their names, their positions in the organization, what kind of decisions they make, what they need and what they want from your presentation. Don't forget: knowing the reason why they come for your presentation is important as well.

Know your audience. This is what separates a killer presenter from just another presenter.

A killer presenter will first try to know to whom they will deliver the presentation and adjust the content as necessary to keep it relevant and effective.

A mediocre presenter does not understand the importance of finding out about who will be his or her audience. They will only give the same presentation over and over to many different audiences.

Each and every communication is unique. Communication really depends on the people to whom you deliver your message and the circumstance in which the communication takes place. Presentation, after all, is a communication.

Who is Your Audience?

Before preparing a presentation, you should find out about who will attend your presentation session. The more complete the information, the more ready you are to deliver your presentation.

In *the Art of War*, Sun Tzu said, “Those who know their enemies and know themselves, will not be defeated in a hundred years of war. Those who don’t know their enemies but know themselves will have equal chance of winning or losing. Those who don’t know their enemies nor themselves will lose every war”.

In brief, Sun Tzu was saying: “Those who know themselves, their enemies, and the battlefield, will win the war”.

Imagine that a presentation is a communication battlefield if you will and you want your message received by the audiences as perfectly as possible.

Therefore, according to Sun Tzu, in every presentation you must know your own strengths as a presenter, know your enemy (the audience and their expectations), and know the battlefield (the

communication media, the presentation venue, and the approach you should use). Then you will win every presentation.

The following are several things you should know from your audience:

- The names of the members of the audience.
- Their positions in their organization.
- Their education background or occupation.
- Their knowledge about the topic of your presentation.
- Their learning styles.
- Things that they like to hear and things they don't.
- Their purpose in listening your presentation.
- The reason why do they need to listen to you.

Knowing Their Names

Knowing names is always very useful, especially for a presentation in front of a small numbers of audience. Addressing your audience personally by their names always has a huge impact instead of addressing them as 'Sir' or 'Madam'.

This holds especially true if there are prominent public or organizational figures in the audience.

According to Dale Carnegie in his book *'How to Win Friends and Influence People'*, hearing their own name is the most beautiful word to someone's ear. You will always notice right away when your name is mentioned in a meeting. You always feel accepted and respected every time your name is mentioned by the speaker in a meeting or in a presentation, aren't you?

Likewise, in a presentation, if you know the names of the audience members and address them by their names occasionally, that means you are respecting them. Show that you care not only about your presentation, but about them—your audience—as well.

Their Position in an Organization

It is important to know the audience's position in their organization, because by knowing that you will understand what their role is and their responsibilities as well. If they are decision makers, your ability to convince them will make your ideas accepted and implemented. If they are influential people, you can expect them to influence and convince other people as well.

Background and Education

If you can take another step further, you can inquire the social and educational background of your audiences and make a pretty accurate assumption about their current understanding of your presentation topic. If you think they don't really understand the topic yet, or have no clue about it at all, you need to give a clear introduction and probably need to use as minimum jargon as possible. Use daily layman's language in your presentation instead.

If the audience are experts, it would be sufficient to give just enough necessary introduction and focus more on the main issues they would like to hear more about, with a deeper explanation. Usually, experts would like to know your point of view and why do you have a certain opinion about it. Show, explain and prove your arguments for them as necessary.

You can see now that one presentation with a similar topic can be presented or approached very differently according to the audience.

By knowing what your audience wants, you can easily select which information will be more powerful and have more impact. You will also be able to put eliminate all unnecessary information.

Learning Styles

Learning styles are a pattern or an approach to learning used by an individual to acquire and comprehend information. Each person has his or her own easiest way for learning, which is considered the best for him. Either consciously or unconsciously, every individual prefers the learning style that enables him to learn better and faster.

You should recognize the audience's learning style preference, so you can determine the best approach for your audience, the one with the strongest impact. And with this, you can determine the most efficient way to communicate with them as well.

Each person prefers a different learning style. Generally, there are three common learning styles:

1. Visual

People with a visual learning style tend to have their biggest interest in images or diagrams because this makes them process information easier. The majority of people in the world prefer a visual learning style.

The best way to deal with a visual learner is to explain by showing them slides with charts, diagrams or images, instead of giving verbal or visual explanation with detailed words and long sentences.

2. Auditory

People with an auditory learning style usually prefer detailed explanation. They learn with their ears, and they could easily remember more complex instructions.

For people with auditory learning style, you need to construct special sentences in your presentation that have specific rhythm, make them easier to remember. And always use unusual words, if you can.

Auditory learners are usually capable of remembering exactly what you delivered verbally to them.

3. Kinesthetic

People with a kinesthetic learning style learn through manipulation. Their way of learning is to practice what they have been taught through direct demonstration or instrument aids.

For instance, think about an object that represents the content of your presentation. When you are presenting a product, instead of using images or long explanations, it would be better for people with a kinesthetic learning style to touch, feel, and manipulate the product directly. Let them interact with it. This will give them a better understanding about your presentation.

The next question is, how to adjust your presentation to everyone's learning style? The audience will consist of all three learning-styles, correct?

The answer is, it is enough to generally know the learning style of your audiences. Find out what the learning style is of the largest percentage of your audience. By understanding this you can adjust your communication medium (your presentation, that is) so it would be easier for your audience to understand and enjoy.

For instance, if you know that the decision maker of your audience is a kinesthetic learner, you should provide the instrument during the presentation, so he can try it right away. This effort will have a greater impact rather than just showing sophisticated colorful slides to convince the audience.

What if your audience has various learning styles?

If audiences consist of various learning styles, you just need to know their similarities in general so your message will correspond to your audience.

Knowing your audience will help you prepare a presentation that corresponds to the way your audience learns best. Presentations using words they like, slides that capture their attention and visual aids that keep their interest are the first step towards giving a convincing presentation.

What Do They Want to Hear?

As soon as you learn about the audience, then you will become more focused on what they want to hear.

For instance, if you are a manager who needs to convince the board of directors about the purchase of a new piece of equipment, then they would like to hear why this new product is a fit for the company.

If you're a student who is about to give your final assignment presentation about the design of a product, then the audience or the judges would like to hear about why your design is worth showing, and what are the advantages compared to other similar products.

If you are a speaker who needs to give a talk or presentation about building a culture of learning in your organization, and if the audience are human resource professionals, they would certainly like to know how this learning culture could be applied in their organization.

If you are an entrepreneur who needs to give a presentation to several key investors, therefore, they would be interested to know about your business concept and why it's worth for them to give capital for investment.

Remember: *each audience have different interests*. Therefore, you should respect their interests, because it is for them that you are giving your presentation. Know your audience and know what they want to hear from you.

Likewise, if you present the same topic to a different audience, it is important to make some adjustments by selecting better words, slides, and materials to communicate with your presentation.

A killer presenter will always make his or her presentation suit the audience as much as possible. This what Obama did in giving his campaign speeches to be the President of United States, he adjusted his way of communicating to different groups of audiences. This creates a strong relationship between Obama as an orator and his audience.

By adjusting your communication language with your audience, you will be considered part of them.

How to Convince Your Audience?

As a speaker, sometimes we feel anxious when we are about to present something to the audience. We are afraid that our ideas would not be attractive enough, worry that our presentation would be boring, or even scared that the audience would underestimate us.

That is not true. Actually, the audience would love you to have a successful presentation.

If you deliver a well-crafted presentation, that is convincing and easy to understand, you are helping your audience get your message.

They want to understand your point and need you to help them. Therefore, they want you to deliver a successful presentation.

As a presenter, you should use your audience's trust and transform it into motivation to deliver a killer presentation for them.

Therefore, you should know your audience as best you can. Do a little background research on your audience. Learn what the audience knows about your presentation topic and what they want to hear from you.

These will help you to prepare and deliver a killer presentation.

3

| STRUCTURING YOUR PRESENTATION

3

STRUCTURING YOUR PRESENTATION

You have an idea to present but what is the best way to deliver it?

The objective of your presentation has already been determined, you did your research and now you know your audience. The next step is that you need to find the right and most effective method to deliver your presentation so you need to create the presentation structure.

Start with the title. A good title will reflect the whole essence of your presentation. Choose one that will inspire your audience to think or to act, but don't forget that it should be interesting for them as well.

Relate the Topic, the Objective and the Audience

Let's take a case study. Say you are an expert in learning culture and you will present the topic in a seminar attended by 100 professionals.

You will start by determining the objective of your presentation and finding the characteristics of your audience, such as follows.

Topic: Building a Learning Culture in an Organization

Objective: To educate the audience on “learning organization culture” and how to help them understand about how to implement it in their respective organization, whether in small or in medium scales.

The Audience:

Who are they?

Professionals in human resources from the private sector and state-owned enterprises, aged around 40, each with minimum ten years of experience. Their positions range from human resources manager, training and development manager, organizational development manager, staff who are involved in the training program of the company, and the directors of human resources.

What do they know?

In general, the audience already knows how to design a proper training program: from the identification of essential requirements, to analyzing the gap between the expected skills and the current skills, and towards the development of a right training program. However, most of them are still caught up in using the typical standard training. They have not yet implemented any formal activity towards building a culture of learning in their organization.

What do they want to achieve?

They want to know practical tips and steps on how to start a learning culture that is relevant to their current organization. Furthermore, they want to learn examples and simple formulas on how to build this 'learning culture'.

Here we just explained the steps necessary to integrate the topic, the objective, and the audience. With the right information as shown above, now you can create your presentation structure and chances are you will deliver your presentation with more fluency.

Creating a presentation structure will be much easier after you relate the topic to the purpose and then to the audience.

The Structure of a Presentation

Put it simply, a presentation will usually consist of three parts: *the opening*, *the content* and *the closing*.

The Opening

The opening is the most important part of the presentation. Let me emphasize: the most critical part. It is the part where you should motivate the audience to give their attention to your presentation. Show the reason why it is important for them to listen because the audience simply wants to know “what’s in it for me”.

You should create the strongest opening possible to motivate them and capture their attention. A strong opening will build positive momentum for the whole content of your presentation.

The Content

The content is the part in which you describe the topic of your presentation. Please be aware that every audience will always have a limited attention span absorbing any new information.

An excellent presenter will carefully choose the right information they convey. He would decide which information is irrelevant, and what could be excluded from the

presentation. Sometimes—especially the presenters who have mastered a specific topic—tend to be preoccupied with explaining the subjects thoroughly as possible.

You should remember that the audience is not like you. You probably have studied the topic for years but this is perhaps the first time they heard about the subject, and you only have 30 minutes to one hour to explain and make them interested.

Decide which information is essential and vital for them, and which are only 'nice-to-haves.'

The Closing

A good opening will inspire and motivate the audience. However, it's in the closing part that you should make your message as noteworthy and as memorable as possible, as you finish your presentation. Closing is the moment to ensure whether you will achieve the objective of your presentation or not.

Since the attention span of the audience is very limited, you should make the summary of the essence of your presentation, if possible, in one sentence only. After all, if the audience remembers the summary or the key point, then your presentation has achieved its success, even though they might forget the other parts of the presentation.

You should summarize the essence of your presentation into one sentence and one sentence only, so that the audience will remember.

The Technique to Prepare the Presentation Materials

Before creating the presentation structure, it would be best to prepare the materials first. You should choose and decide which main ideas to present. You will select the elements and determine the ones you will use, as well.

There are two simple tools you can utilize in preparing the presentation's materials.

1. Brainstorming

Brainstorming is a method to pour out all your ideas or concepts without having to be criticized or evaluated at first. This way your ideas will flow as freely as possible.

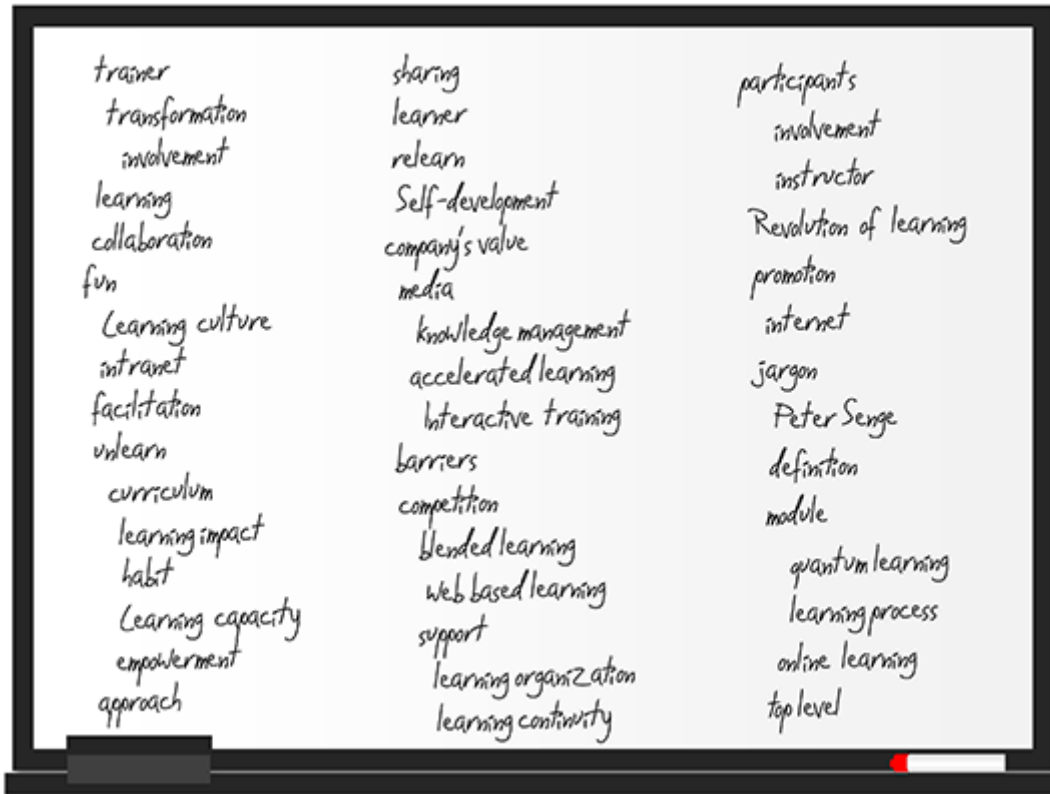
How to Do Brainstorming by Yourself

Doing brainstorming by yourself is easy. Have a big flip-chart paper or whiteboard. Think about the topic you intend to explain, write down all your ideas related to the subject.

You can write them down in a list, or it would be just fine to write it randomly. Do not stop writing it until you have a long line consisting of 30 to 50 items.

The main point of brainstorming is to allow the ideas to flow freely without any mind blocking. That is why you should do the brainstorming promptly without over thinking. Don't criticize it. Not yet. Just keep it flowing and written down. Afterwards, if you have finished writing down your ideas, you will have time to select the important ones and remove the unnecessary ones.

The following is an example of brainstorming for a presentation preparation on "Learning Organization."



Picture 3.1
Doing Brainstorming with Whiteboard

If you look at the whiteboard above, the process of brainstorming involves writing down the ideas related to each other. But you could also write down any ideas that come to mind even if you do not see any relationship. Just write them down.

This method will help in gathering the big picture including our ideas, our knowledge and our experience on the topic at hand.

Within just five minutes, you could obtain so many ideas and insights through brainstorming.

Brainstorming in Group

Of course, you can do brainstorming in group. You can use post-it notes and ask the members of the group to write down their ideas as quickly as possible, one post-it for one thought. Next, stick those post-its on a whiteboard or a wall.



Picture 3.2

Doing brainstorming by using Post-It Notes

Selecting and Arranging Ideas

After you finish brainstorming, you can now arrange those random ideas in order. Put together the ideas that can be categorized in the same domain,

theme, or relationship. Referring to the previous example, we have now some ideas:



Picture 3.3

Grouping Ideas for Preparing the Presentation Structure

This process will help you create the structure for your presentation. You can arrange and decide which ones are most relevant and remove the unnecessary ones.

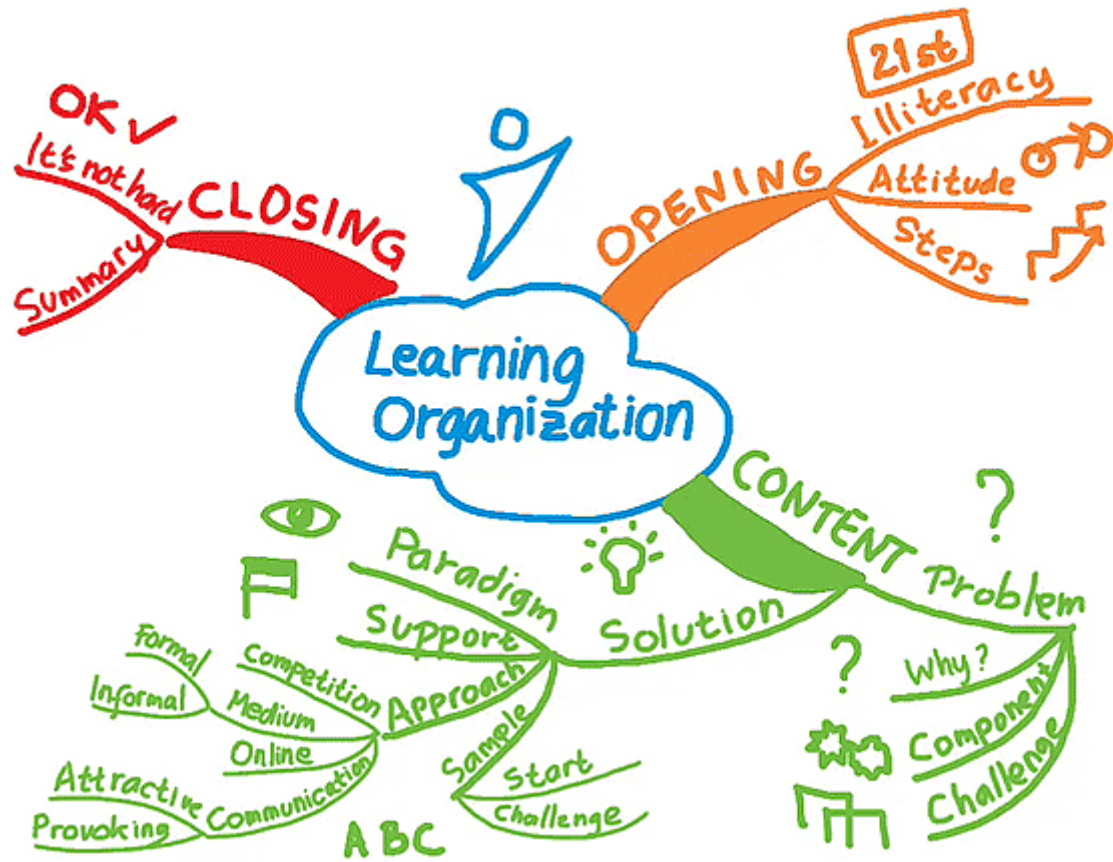
2. Mind Map

Put it simply, mind-mapping is a note taking method that imitates the way of human brain works, and thus this methodology eases the memorizing process. With this tool, one write notes that connect related ideas using images and colors to help the brain build mental associations.

Mind-mapping was made popular by Tony Buzan, an expert in the field of education.

Like brainstorming, with mind-mapping we start with the main topic. Then, search for anything that is related to the subject. Brainstorming always begins randomly and unstructured, but with mind-mapping the ideas would be structured right from the beginning.

From the same topic of “Learning Organization” as an example above, you can create the mind map as follows:



Picture 3.4

Using Mind-Map for Structuring Your Presentation

If your learning style is visual, mind-mapping will correspond with the way your brain works in processing information by using color and images, it will be better and easier for you to understand the topic that you are trying to master.

You can always combine brainstorming and mind-mapping. First, do brainstorming by writing down all ideas that come to mind. Next, arrange, group or organize them in a particular logical sequence with mind map.

Use brainstorming to see all your ideas and concepts. Then use mind map to arrange them. You will then see the structure of your idea take shape.

Arranging the Structure of Your Presentation

From the collection of ideas, you can start designing the flow of your presentation. In general, a presentation consists of three parts: the opening, the content, and the closing. The following is an example of a presentation flow.

The Opening

- Use a strong opening to capture the audience's attention via story, humor, quotation, statistic data, etc.
- Give a general explanation about the topic

- State the expected goal of the presentation

The Content

- Background: Why this topic important?
 - What exactly is the problem?
 - Why does it need to be discussed?
 - What is the actual condition right now?
- Understanding the problem
 - What are the issues?
 - What are the important factors for evaluating the problem?
 - How do we find a solution?
 - What kind of final situation do we hope to achieve?
- Solution
 - How do we solve the problem?
 - What are the alternatives?
 - What is the best solution to the problem?
 - Why do we choose this solution?

The Closing

- State the presentation's conclusion
- Make the closing statement or the final message remembered by the audience

The structure above is only a standard example. There are many ways and approaches for delivering an excellent presentation. Deciding which approach and method should be used depends on the presentation's objective, who the audience is, and how much time you have to deliver it.

If you think the audience is familiar with the issue, explain the background briefly. Focus more on the essentials.

On the other hand, if the audience is unfamiliar with the topic, you should pay more attention to the opening and the initial explanations. Is the background adequate for the audience, even for the person who is least familiar with the topic? Have you found alternative ways to explain the topic to him/her using the simplest language avoiding complicated terms?

The Opening: The Key to a Successful Presentation

A good opening is a key to a successful presentation. Use a strong opening to engage with the audience emotionally.

Review the post-it notes of your ideas again. You might find important ideas for creating the opening.

- Is there an interesting story you can share?
- Is there any word from a famous person to be quoted?
- Is there any compelling statistical data worth mentioning?
- Is there any humorous idea to start the presentation?

The opening is the bait to get the audience's attention. Make your audience interested and believe that they need to listen to you. If you succeed in getting the audience's attention at the opening, you could keep their attention far more easily for the rest of your presentation.

We will learn about how to open a presentation well in the following chapter.

The Content: Make it a Problem for the Audience to Solve

In this method you explain the problem by presenting it from several different viewpoints and then propose the solution to the audience.

At the beginning of the presentation, you introduced only the overview of the problem. However, in the content part, you focus more on the explanation of the problem. Give good reasons why this condition needs to change. Convince the audience that the subject is also a problem for them as well that they must to solve.

When the problem becomes clear to the audience, you could go deeper by emphasizing on the essential factors of the problem, for instance: what are the crucial issues within the problem and how to solve them. Here you can give them some options for a solution.

The Closing: Give the Audience Something to Take Home

Close your presentation with a statement, a deep thought, a vision or anything that could be remembered by the audience quickly. Use only a brief closing.

Use only a brief closing.

Use only a brief closing.

Never let the audience go home without anything. Give them ideas, encouragement or hope.

How to Memorize the Structure and the Flow of Your Presentation

Have you ever been in the situation, when you are talking in front of people, and suddenly in the middle of the presentation you forgot what to say?

If this happens in a very important presentation, aside from losing face in front of the audience, you will miss your opportunity to give a good impression.

There are many famous figures who were expert public speakers. They could speak for hours using perfect sentences, precise words, and well-structured points from beginning to end.

But how did they remember all the things they want to say without any notes?

As I have explained, our mind works like a map when thinking and recalling. That is why I use a mind map to remember the structure of my presentation. I don't have to remember every word. I only need to remember the map, the colors, the associations, and the pictures because when I created the mind map, my brain remembers these. I just need to review the mind map before the presentation to enhance the memorization process.

Using Mind Map

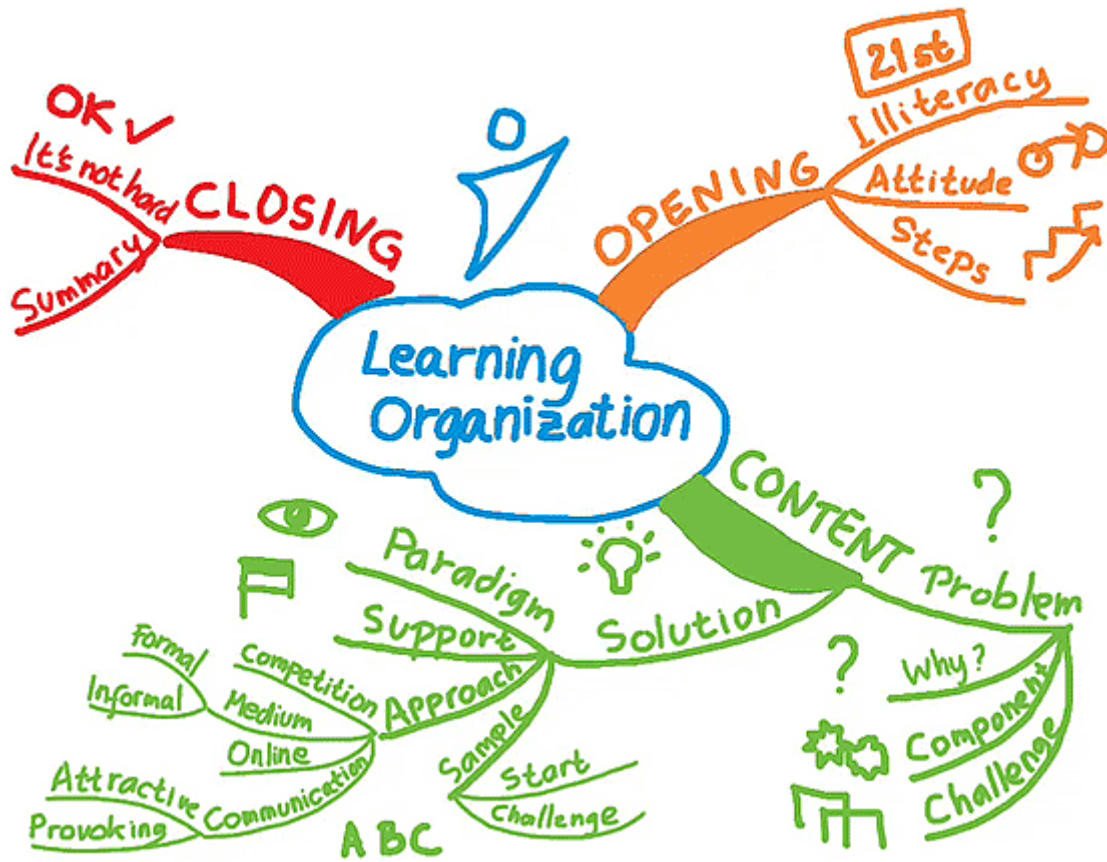
The mind map that you have created while constructing the presentation can also be used as a tool for remembering.

A sound mind map will use images and colors to easily construct associations between the concepts that you intend to memorize, and the subjects you wish to talk about.

Take a look at the mind map (more like a drawing, actually), and try to memorize the branches, the sequences, the subject distributions, the colors and the images.. If you make mind map with many details, pictures, and colors, it will facilitate your ability to recall the presentation and the more detailed your mind map is, the longer it will stay in your memory.

If you forget something, just remember your mind map to recall and help your thoughts flow freely so you won't lose your words onstage.

The following is a mind-map example that is easy to be imagined and remembered onstage when you are delivering a presentation. It is a mind-map on a presentation about Learning Organization.



Picture 3.5

Using Mind Map to Memorize the Presentation Flow

4

| OPENING YOUR PRESENTATION

4

OPENING YOUR PRESENTATION

Now that you have your presentation structure, the next step is preparing a powerful opening to be remembered by the audience.

Two psychological principles will affect the audience in remembering the opening and the closing of a presentation. Those two principles are called the *primacy effect* and the *recency effect*.

PEOPLE TEND TO REMEMBER THE BEGINNING more of the things that they hear or see. This tendency to remember the beginning is called the 'Primacy Effect'.

Anything that you present at the beginning of the presentation—a story, a statement, or a question—tends to be easily remembered by the audience, as it is the earliest to enter the memory.

Likewise, people tend to remember the last bit information because it is the newest thing that entered their memories. Anything that we listened to or observed the last will still be fresh in our minds to remember. The tendency to remember these last things is called 'The Recency Effect'.

This means anything that you convey at the end of your presentation will be well better preserved in the audience's memory, compared to those which you present before.

By understanding these two psychological concepts, you will realize that a good opening, as well as a good closing, is crucial for a presentation to be successful. The power of a presentation is strongly affected by the opening (whose function is to get the audience's attention), and the closing—if it can be easily remembered.

The audience will eventually forget the whole content of your presentation, but will only remember two parts: the opening and the closing, so what you convey at the beginning and end of your presentation must be easy to remember.

The power of a presentation is strongly affected by the opening and the closing—if it can be easily remembered.

The Audience Will Remember a Powerful Opening

The primary purpose of a presentation's opening is to give a general description on the topic and to explain what the presentation wishes to achieve. A killer presentation always starts with a powerful, exciting, opening.

The opening is an essential part of attracting the audience's attention. It can be utilized as a tool for preparing them to follow the entire flow of your presentation.

The opening should be very well prepared. If you can speak fluently in the beginning sentences, usually the following sentences will flow smoothly. However, if you have trouble at the opening, you will tend to lose your mood and feel uneasy, making the whole presentation is at risk for failure.

Be Friendly from the Very Beginning

When you open the presentation, say a friendly greeting. Be friendly. Sweep your eyes across the audience and look friendly. Give your smile sincerely. Try not to go too fast and switch from one section of the audience to another. Your sincere smile will cause the audience to smile as well.

Sincerity is an important aspect here. Believe me, if you do this sincerely and not just 'because you have to,' what you convey will influence your audience.

At this point, the audience does not always respond well. Therefore, do not be affected if there are people in the audience whose looks are disparaging and they do not care about who is in front of them. Just relax and don't think about it. Be determined that he or she will be impressed by your presentation later.

The Purpose of the Opening

In brief, the presentation opening has three functions:

1. To help the audience understand the purpose of the presentation

Understanding the goal is the most important. In any case, if the audience knows your presentation's purpose from the beginning, it will be much easier for them to follow your presentation to the end. The audience will understand what they can expect from you as well.

2. To describe to the audience about what will be presented

The presentation's opening gives a general description of the topic. Therefore, the audience will promptly understand the reason why they need (or need not)

to listen to you. If you can give them an interesting explanation at the beginning, the audience will undoubtedly want to know the whole story.

3. To create motivation and curiosity

What will happen if the audience is unmotivated from the beginning by your presentation? They will start daydreaming or even fall asleep when they listen to you. That is why an opening also functions to create motivation and to grow a positive rapport—a connection—between you, the presenter, and the audience, right from the beginning.

Aside from creating motivation, this is where you can build the audience's curiosity or enthusiasm for your subject. This curiosity will make the audience attentively listen to you from beginning to end.

Arranging the Opening Sentences

Explain the purpose of your presentation briefly and concisely. Say clearly what you are about to deliver, how much time you will take and what the audience can expect from your presentation.

If, for instance, you want to offer a new employee administration software system to some managers who might be potential clients, the opening sentences can be as follows:

“Ladies and gentlemen, good morning. I am delighted to have the opportunity to be here today in front of you.

In the next thirty minutes, I will show and explain to you a great tool on employee’s administration system, which can help you manage employee’s data very accurately, efficiently and informatively.

At the end of the presentation, you will understand the advantages of this system compared to others, and the great benefit you will gain from this product. You will understand why this product is far exceeds the others in the market. Therefore, I hope this presentation will help you to decide what is the best investment for your company”.

Notice the selection of sentences above. The brief, concise and strong opening will create the audience’s first impression of your product. You should be able to give a clear picture to the audience about what they will be listening to in the next 30 minutes, and what can they expect from their presence and attention. If the audience accepts your opening well, then they are ready to give full attention to your next words.

Choosing the Most Suitable Opening

There are many powerful openings which can capture the audience’s attention. I will explain to you some of them.

A Story or Narrative

Most great speakers start with a story. Look at the many great presentations at [TED.com](https://www.ted.com), and you will notice that so many of them start with a story.

One good example of using a story in an opening presentation is presented by Zainab Salbi, a speaker at TED. In her presentation titled “Women, Wartime and The Dream of Peace”. Zainab starts with her own personal story of when the village she used to live in was bombed and one of her neighbors was killed in that tragic explosion. You can watch her via [this link](#).



Picture 4.1

Zainab Salbi in TED.com, “[Women, Wartime and The Dream of Peace](#)”

Why use a story? A story is very easy to remember. We all love to hear stories. Do you still remember your childhood's stories told by your grandparents, or by your parents, in your childhood days? I believe you do.

Opening a presentation with a story will make the audience pay attention to you and an interesting story will create a good connection and build trust in the audience. Those who are sleepy and unmotivated may also regain focus if they hear a good story.

Open your presentation with a relevant story. It doesn't have to be lengthy. Just one to three minutes is enough. Look at the topic of your presentation and think about a story that is relevant to the topic. If you intend to deliver a presentation about social media development and its implications, then you could start with:

“Do you know how Mark Zuckerberg created Facebook? He created it with just a computer and logged into the computer network on campus and in a few years he had successfully created the second most popular site in the world. His strategy was simple: to let visitors create the content for the site and make them love to spend their time there, to read stories written by their friends.”

Humor

Humor is also perfect for opening presentations. Everyone loves humor. If you have a sense of humor, using it moderately at the beginning of the presentation will

significantly help to melt the atmosphere. Not only that, your humor will prepare the audience to listen to the more serious part of your presentation as well.

However, there is one thing. If you are among those who are considered a quiet and serious person, who is rigid, or unaccustomed to jokes, it's okay. I'm not saying that it's unfortunate or anything, but it's probably better if you do not push yourself in this. It will look awkward to the audience and they could feel uncomfortable seeing you act awkwardly. They could even feel sorry for you. You can use humor only if you are good at it, and confident that your humor will grab the audience's attention.

In a TED presentation, Al Gore, the former vice president of the United States, used this humor technique. You can watch how he started his presentation with humor from the [following video](#).



Picture 4.2

Al Gore in TED.com, “[Averting Climate Crisis](#)”

How do you know if you have a good sense of humor? It’s simply by observing your daily conversation with people. If you have the natural capability to make others laugh, that means you have a gift. But if that person stays silent, or doesn’t understand that you are joking, this means you are probably not good with humor.

Quotes or Remarks

There are so many remarks from famous people that you could quote for an opening to a presentation. Choose relevant quotes for your presentation’s topic. But sometimes

controversial remarks can be interesting to mention at the opening, to grab the audience's attention.

A short quote with a strong message will engage the audience to think and ponder. With this, you invite them to focus intensely on your presentation's material.

For example, you intend to give a presentation titled "The Importance of Education in Early Age", you can use quotes such as:

"A child miseducated is a child lost." – John F. Kennedy

Quotes don't always have to come from famous people. You could take it from a newspaper's article, magazine or TV news. Aside from being interesting, quotes should be able to attract people's attention and inspire them to think, to reflect and to understand. Thus, the audience will feel the need to listen to the rest of your presentation because they feel like they need to understand more.

Aside from being interesting, quotes should be able to attract people's attention and inspire them to think, to reflect and to understand.

Data or Facts

Data or facts, when used appropriately will make a powerful opening. Data or facts sometimes can be naturally dramatic when used as an opening, without having to be too dramatized.

For instance, you want like to deliver a presentation on the importance of the family's role in protecting the mother's pregnancy. You can start your presentation by stating the following fact:

“According to the WHO, for every 1000 births, ten mothers died during pregnancy due to lack of good care or negligence.”

The use of such a fact will make the audience sit up and take notice. But for those who already knew this, the data will serve as a reminder for them.

In this way the audience will realize that the material you are conveying is important. Therefore, they will prepare themselves mentally to listen to your presentation.

A Question

A question is a good choice to be used as an opening as well. Naturally, a question will make people think and try to come up with the answer. Thus, if the question is

related to the presentation's topic, the question would make the audience focus on the topic of the presentation.

Here is an example of a question that you can ask when you want to give a presentation about social media and work productivity.

“Did you know how much time spent by the employees a day, for browsing social networks such as Facebook, Twitter, and others? Guess.

“Multiply that by 30 days. Then multiply it again by 12 months. Then multiply it more by the total number of employees in your company.

“Then, you will know how much time that your company has spent on social media. If you calculate everything into monetary terms, then it might equal 2 percent of the profit of your company.”

You can show a slide that projects an image or quotes, or numbers, to strengthen the illustration of the presentation opening.

Use slides with little content and powerful images. Combine good visual stimuli with a structured and convincing opening. This combination will help the audience remember your presentation from beginning to end.

The opening is very important in a presentation. It should be very well prepared. Make sure you are comfortable with your choice of opening sentences, so you are not bothered by feelings of uneasiness when conveying the main contents of the presentation.

If your opening is successful, then you have completed your first task in giving the presentation. You have successfully led your audience by preparing well for the primary part of your presentation. This will make you more more confident as you continue your presentation.

Practice your opening sentences until you can deliver them naturally.

5

| CLOSING YOUR PRESENTATION

5

CLOSING YOUR PRESENTATION

Closing is as substantial as the opening. It's in the closing part where the audience remembers the essential message of your presentation because if they remember it they will put it in action as well.

So how do we give the audience a memorial, powerful closing? My explanation is as follows.

Achieving the Objective of the Presentation: A Killer Closure

In a presentation, the closing is as important as the opening. While the opening creates motivation and encourages the audience to listen, the closing will help the audience remember the message of the presentation and if they remember it they will implement it.

A solid closing, along with a brief, concise presentation summary by using simple sentences will inevitably lead your presentation to achieve its objective.

In chapter 1 I have explained that the primary function of a presentation is to inform or to persuade the audience to do something. Through the closing part, you should point out clearly what you expect from your audience after listening to the entire presentation. This expectation is known as a the *call to action*, an action that should be done by the audience after listening to a presentation.

A presentation without a call to action is an ambiguous presentation. The audience will be confused because they don't precisely know what they should do after the presentation.

They will ask, "What's next? After I get the information, what should I do? What is the connection between that information and me?"

By answering these questions, you will achieve your presentation objective successfully.

The Function of the Closing

The closing delivers your presentation's objective. As the presenter, you must convey these three things in the closing to achieve your presentation objective.

1. Summarize what you have explained.
2. Convey a brief, one important sentence to the audience.
3. Help the audience remember to put it in action.

By ensuring these three things you can be confident that you will achieve the final objective of your presentation successfully. You will have helped the audience understand your presentation better and understand what kind of action you expect from them as well. Furthermore, you will have helped them keep the core message in their mind with the closing message.

After listening for 30 or 45 minutes to your presentation, the audience has already forgotten most of what you delivered previously. That's why you should help them by summarizing the important points that they should remember.

The closing is where the audience will seal their impression of your presentation and where they will determine which message to remember so give them a positive impression and a powerful message.

Understanding 'The Call to Action'

A 'call to Action' is your call as a presenter to encourage or invite the audience to do a specific action. The expected response depends on the objective of your presentation.

If you deliver a presentation about the benefit of having a particular product and its features, then your call to action is an invitation to buy the product.

If your presentation explains the danger and the risk of smoking to one's health, then your call to action is to encourage people to stop smoking.

If your presentation is about global warming, then your call to action should invite the audience to act on the threat of global warming. More specifically, it should encourage them to turn off lights when necessary or ride a bicycle to the work or other behavior that contributes to reducing the effects of global warming.

If you are making a presentation about a specific subject in an international marketing class, then your call to action can be a statement or a supportive attitude about the importance of international marketing.

So you need to understand what you can expect from the audience.

Before composing the closing sentences, think deeply about the final objective that you wish to achieve through your presentation. What kind of action do you expect from your audience? What is the first step that the audience should do towards the objective?

Sometimes you don't need to convey your final purpose as a call to action, but perhaps an act that leads towards the ultimate objective is reasonable. For example, a presentation about the benefits and features of a product aimed to invite the audience to buy and use the product. However, if you directly ask the audience to buy, they may not be ready yet. Perhaps the price is too high and they may need to reconsider purchasing the product.

So in that case you could deliver your call to action in a different way, through an 'intermediate act', by which you direct the audience towards the act of purchasing your product. The following examples show what these intermediate acts might look like.

- "Please visit BestPresentation.net for further information."
- "Feel free to contact our team for a test drive."
- "Please take the provided sample of the product."
- "Please take our three-months free subscription offer."

These approaches are painless ways to help the audience to move towards the call to action and purchase the product.

Please note that if you choose to put an intermediate act as a call to action, you should first make sure that the intermediate acts will not inhibit the audience toward the final act.

For example, when you ask them to 'visit this website for further information', make sure that the web page has been designed properly to help the audience get more information and support them in making the final decision. Do not lead the audience to a particular website if the site is down.

When you propose them to subscribe for free make sure that the subscription process is straight-forward with no hidden surprises. This will build confidence and trust in your product which may induce the customer to purchase.

Writing the Closing Sentences

Without a doubt you must understand what you intend to achieve and then compose solid closing sentences to do so. Here are three simple steps for closing your presentation solidly:

1. Summarize your presentation into three main point maximum. Less is better.
2. Then put these points into strong, simple sentences that are easy to remember.
3. Then convey the sentence as the call to action.

For example, if your presentation is about “Building a Learning Culture in an Organization” and you have talked about what a learning culture is, how an organization learns, how to create learning actions as a culture, and have given examples of various organizations that have succeeded doing so, then you can compose the closing as follows:

Step 1: Summarize the main information

Summarize the essential ideas of the presentation into simple points to be remembered by the audience.

“So, dear audience, to build a learning organization culture, there are three things that you should remember:

- The learning culture grows from within the individual
- Every individual must be aware and remember of his or her own capability to learn and to teach
- The beginning of the ongoing learning-and-teaching process will become the starting point for the creation of “a learning organization”

Step 2: Summarize these into one brief statement

Summarize your presentation purpose into a single statement, by using either your words or another’s words. For example, Alvin Toffler stated:

“The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.”

If you use a foreign language, don’t forget to explain the meaning behind the quotation a little further to help the audience understand.

Step 3: Convey the call to action

“Start the learning culture in your organization now or you will be left behind.”

Presentation Closing Options

Using quotes from an expert can be an effective way to close your presentation. But there are other ways to close your presentation and they are similar to the opening of the presentation, such as:

1. Quotes

You can quote a famous person, not necessarily an expert, who spoke, wrote or gave an opinion regarding something related to your presentation’s objective. For example, a famous person once said:

“Learning is a treasure that will follow its owner everywhere.”

So by building a learning organization, you will always move your organization forward, it’s a treasure your organization can own and another organization cannot take away.

2. Remarks or Statement

Try to summarize with a strong remark that is easy to remember. It should be unique and a bit provocative (in a positive way) so it can resonate throughout the audience. Here's an example:

“If you do not build a learning organization now, your organization will not hold on and survive; even in the next 2 to 3 years.”

3. Data or Fact

Present a fact that encourages the audience to think and act now!
For example:

“From all the companies which were registered 50 years ago in New York Stock Exchange, today only a few still stand. You need to start the learning organization now. Otherwise, your company will disappear within time, as happened to so many others.”

4. Question

Here you leave the audience with a rhetorical question that doesn't need to be answered right away but is just enough to make them ponder. Better yet, make a question whose answer is your call to action! Here is an example:

“Are they same, the knowledge and ability possessed by somebody who reads four books a month, compared to someone who never reads a single book in a year?”

“Are they the same, a company that always learns or a company that does not have learning culture at all?”

Those are some of the best ways to close a presentation and to successfully achieve the presentation’s objective. How a presenter ends his presentation will determine the audience’s final impression towards the presenter and his or her presentation.

The success of a presenter in achieving the presentation’s objective depends on how he or she closes the presentation.

6

| DESIGNING YOUR SLIDES

6

DESIGNING YOUR SLIDES

What does the word 'presentation' remind us? Normally we associate it with slides. A presenter usually allocates most of his energy in making slides. So, does presentation mean a collection of slides?

A presentation is a communication process to convey ideas. Slides, on the other hand, function only as a tool. The central character of the presentation is *you*, the presenter. Not the slides. Use slides only as tools to clarify your ideas.

If you place yourself at the center of your presentation, you could deliver a presentation with no slides at all because other presentation tools are available to you.

The Presenter is *You*. Not the Slides.

Referring to the earlier part of this book, communication process is described as an interaction between the communicator (the presenter), the media of communication, and the audience.

As a communicator, the presenter should be the center of the presentation. Similar to a music performance, when you have the role as the lead guitar player, then the slides are your guitar. The audience should not be impressed by the guitar, but by you and your skill in playing the guitar.

No matter how good your slides are, you are the one who is in charge of the whole presentation. Slides are only the media that you use to facilitate the communication process.

Slide: A Visual Aid

A picture is worth a thousand words, so a good slide is a visual aid that represents meanings that are not easy to convey in words. A slide is a visual aid only.

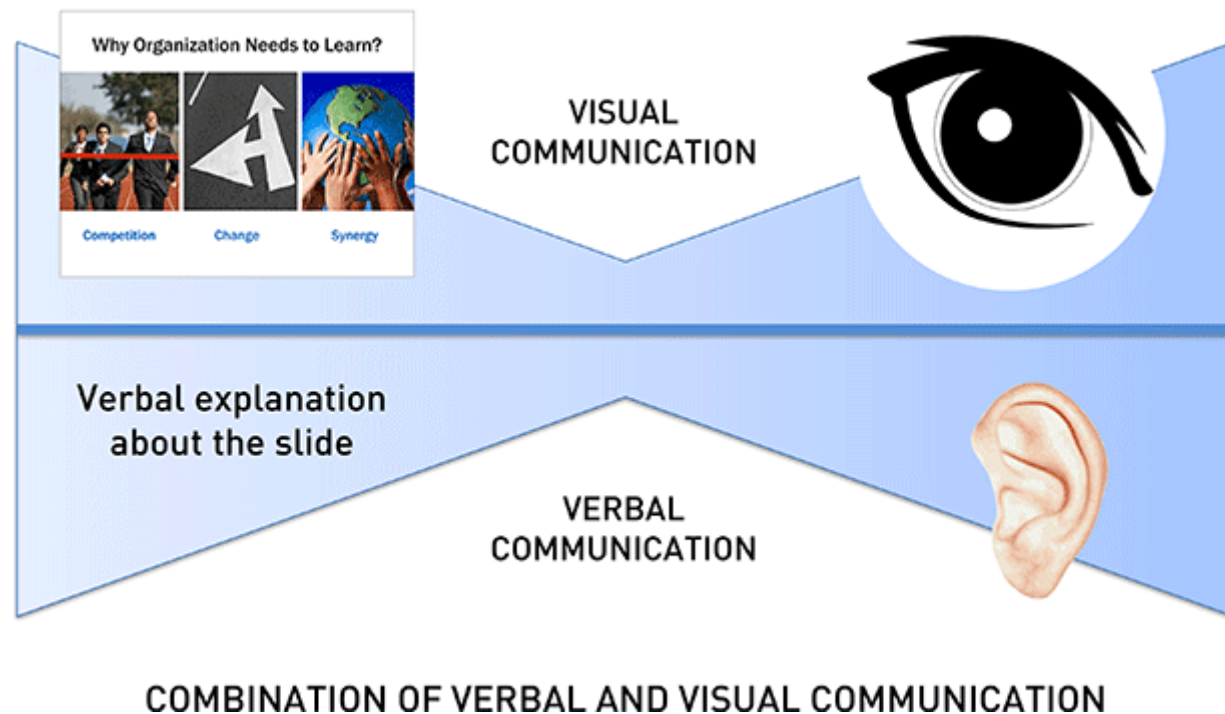
A good slide can influence the audience to think, to reflect, or to touch. Anything that you can't convey briefly through words, a right image can do the trick.

A slide will help explain your idea visually, and help the audience understand your idea.

Considering slides as a visual stimuli; harmonious and supportive of each other yet highly readable and easily understandable to the audience.

Combining Visual and Verbal Communications

In a presentation, the presenter uses two mediums in the communication process. The first medium is the slide. The second is the verbal communication which is the message you convey in explaining the ideas in your presentation. The following diagram shows the combination of the two:



Picture 6.1

Visual and Verbal Communication Diagram

Generally, you show diagrams, images, illustrations and writings via visual communication. Then you use words to support your images via verbal communication. The audience will process both simultaneously. Of course, the slides should support what you are trying to convey through words. Both types of communication should work in synergy together.

The most common mistake is that the presenter fills the slides with lengthy sentences or paragraphs and the presenter read the slides in front of the audience. This is far from being effective.

A slide full of long sentences read to the audience will only make the visual and verbal communication overlap each other.

While the audience reads your slide, you are reading it to your audience. This will force the audience to choose between listening to you or reading your slide.

Effective slides only contain keywords and summarize ideas. They have the right visual images, diagrams, and charts to help the audience understand the message. They should be designed so that the audience can understand the message in the

first couple of seconds so the audience will be mentally prepared to continue further in listening to you.

After that, guide the audience to understand the message of each slide. Explain the meaning of the diagram and the image that you show. Alternatively, you can explain in detail about the short keyword presented on the slide.

This is an example of the harmonious and synergistic interaction between two forms of communication during your presentation. Visual and verbal communication should support each other and explain your ideas.

Slide/Document, Document/Slide?

I have seen slides full of long text and small fonts into one slide. How does this affect the audience? They are frustrated because it is difficult for them to read and concentrate while they are trying to read your slide and to listen to you.

This is what Garr Reynold—the writer of “Zen Presentation”—calls a slideument (slide-document): a document which is compressed forcefully to fit into one slide.

A slide is a slide and a document is a document; they are not the same. Combining the two will make a “slideument” and your slide will fail to function as a visual communication tool because it’s too difficult to read.

From Garr Reynolds – Presentation Zen:

“Projected slides should be as visual as possible and support your points quickly, efficiently, and powerfully.

Don't confuse slides with documents. If you have deep and complex data that is absolutely necessary for your audience to see, then create handouts that they can refer to later.

The slideument isn't effective, and it isn't efficient, and it isn't pretty. Attempting to have slides serve both as projected visuals and as stand-alone handouts makes for bad visuals and bad documentation.”

The Characteristics of a Good Slide

Look at the comparisons between the following slides. Which slide do you think is better?

Why Organization Needs to Learn?

- The level of competition and rivalry is getting tougher
- There is a very rapid change in the business world that affects the organization
- Organizations need to create synergies so that their members support each other and work together to create maximum performance


1a

Why Organization Needs to Learn?



Competition Change Synergy

1b




Have you ever asked a question...

How many books have you read in the past year?

Is it one book, two books, or none at all?

2a



How many books have you read last year?

2b

Indonesia

- Indonesia is the largest archipelagic country in the world
- It has more than 13,000 islands
- Most of the islands are uninhabited

3a

Indonesia



It has more than 13,000 island

3b

Some Benefits of Speed Reading

Makes you a Smart Reader

Gaining higher understanding

Speed up decision-making process

Becoming a more talented person

4a



4b



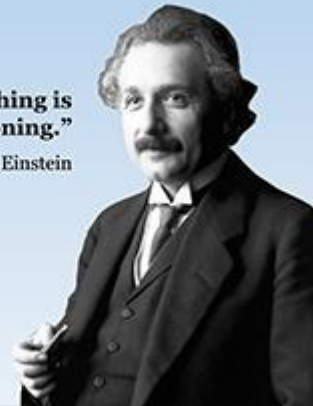
“The important thing is not to stop questioning.”

- Albert Einstein

5a

“The important thing is not to stop questioning.”

- Albert Einstein



5b

What are the characteristics of a slide that better conveys your message?

The following are characteristics of a good slide:

1. One slide = one message

A good presentation slide only focuses on one message at a time. Every slide should convey one idea. Don't force different ideas into one slide because the audience will be confused and will have a hard time understanding your main point.

A slide that focuses on only one message will be more powerful, easier to remember, and will function better as a visual communication aid.

2. Simple

Simple is beautiful. It is also true for your slides. It's easy to understand a simple slide within the first few seconds. Try this to make sure the message you want to convey is clear.

Don't use complicated slides that confuse your message and disrupt visual communication process; they will only hinder your message. In fact such slides are difficult even for the presenter himself to explain so don't do this!

<7 Strengthen your explanation, don't repeat the message

The function of a slide is to visually support your verbal communication. So show an image, a diagram, that supports what you are explaining. Use keywords because this will help the audience focus on the essence of what you are trying to convey.

These kind of slides will strengthen your presentation. Don't write the entire text of what you want to say on a slide because its unnecessary. Why do you have to say it if the audience can read it?

=7 Visually powerful

A good slide gives a powerful visual impression that encourages, invite questions, creates curiosity and stimulates the audience's emotions. If you use an image, select the one that represents the situation or the message you are trying to convey. If you use a diagram, make sure the flow is easy to understand and focus only on the important part of the data. If you are using a chart, ensure you chose the right type of chart to help your audience get the story behind the numbers. If you are using text, pick the keyword that represents the idea you are about to say. If you want to show video, chose the segment which explains the message in an interesting fashion.

5. Use brief text

A good slide has to be readable to those of the entire audience. If they can't read it then there is no reason to show it because the slide is aimed to convey the idea visually.

Some presentation experts recommend using only five lines of text at the most. Therefore, if you really need to present text in the form of a list, make sure it's not more than five lines on each slide.

6. Avoid bullet points

Seth Godin in his book *'Really Bad Powerpoint'*, advises presenters to be creative and not use bullet points.

There are plenty of ways to convey ideas. Be creative! If you have to, then do so sparingly otherwise the audience will be bored.

7. Well-ordered flow

Good slides always flow seamlessly and orderly. They start from the opening slides, then move to the explanation slides, and end with the closing slides.

The audience will see the slides integrated harmoniously and synergistically and topics that jump from one to another without coherency will only make it harder for the audience to follow.

If you want to see example of good slides with the characteristics mentioned above, visit [slideshare.net](https://www.slideshare.net) and look for the winner of the best presentation of each year. You will find good quality of slides which explain ideas using simple language and powerful images.

Since you already know the characteristics of a good slide, you should start using them every time you make them. It may not be easy but over time you will become a powerful visual communicator.

What Should be Avoided in a Slide

A slide is a presentation aid. Never turn a slide into a complete text document that pushes the audience to read it in full.

These are the things that you need to avoid when you are making a presentation slide. Do not do this unless you want to make your presentation counterproductive to the communication process.

1. Using small fonts

Using small font will make your slide difficult to read for those sit in the back.

Make sure that your slide can be read by the entire audience.

The general rule in a slide is seven lines of text at the most, and the font size should be around 32 point.

2. Using **ALL CAPITAL** for the entire text

Capital letters are used only for titles or headers. If you use capital letters throughout the entire text, your presentation will look very unprofessional.

USING ONLY CAPITAL LETTERS IN THE WHOLE TEXT LIKE THIS IS VERY ANNOYING. ASIDE FROM BEING HARD TO READ, IT GIVES THE IMPRESSION THAT YOU ARE SHOUTING AT THE AUDIENCE.

Do *not* use capital letters for the entire text.

3. Using **Bold** for the entire text

Bold is used **to emphasize** important things in the text. If you make the entire text bold, then the function of showing emphasis no longer exists.

Making the entire text in bold means that the whole text has the same emphasis.

Be careful, making the entire text in bold is also means that you do not emphasize anything, because everything is highlighted. Also, the audience will find it difficult and tiring to read.

4. Using too many font types

Using too many font styles will distract your audience's attention. Use at the most three types of font for your presentation. When possible but fewer is better. Be consistent in every slide, such as using Arial for the title, Georgia for explaining the picture, and Tahoma for the text. This will help the audience recognize how you present the information.

5. Using 'Star Wars Animation'

PowerPoint does have exciting animation functions but if used inappropriately and too often, will only interfere with the audience's concentration. Use only simple animations that fade-in or fade-out so that your presentation will still look professional.

6. Using '4D Theatrical Sound Effect'

Have you ever attended a presentation where you could hear clapping sound or gunfire each time new animated text appeared on the slide? Did you feel annoyed?

Avoid using unnecessary sound effects and use them when you really need it to explain something, such as playing video in your presentation. Remember that you are delivering a presentation not a disco.

7. Using too much rainbow colors

Colors are beautiful but if you use them in the wrong place, too often and inappropriately, your eyes will get tired. Don't use multiple colors on one slide. Choose only 3 to 4 primary colors and use them consistently in your slides.

8. Using too many texts

Presentation slides are not essays so don't create an 'all text slide'. If you do this the audience will read it and not listen to you.

Just pick a keyword on the slide that can help the audience understand the central message. Doing this will empower your presentation.

9. Using too light or too dark background

Don't use a background that is too light or too dark against your font color. Poor choice of background color will make your slide challenging to read. Use enough contrast to make the text readable, so you can still highlight specific text or images as needed.

Many experts suggest using a blue background for white or yellow text. However, you can use white or other light colors for the background as well. Don't forget to test your presentation using the projector that you will be using for the actual presentation, if possible. Make sure you have the right combination of colors with adequate contrast.

The Slide is Not Everything

For a presentation, slides are not everything. They are only one tool among many that can be used.

Flipchart

A large flipchart is one presentation tool that can help focus the audience's attention on what you are drawing or writing.

It is a large pad of blank paper, so you can freely be creative and write or draw a diagram while keeping the audience's attention at the same time.

Video

We all like to watch movies. A film or video clip can be very useful tool for for your presentation. If you think the message would be easier to communicate through a brief video, you can use this as an alternative.

But remember that to show a video you may need a particular setting in your presentation to make everything run smoothly and accordingly.

You will find the explanation about presentation instruments in the following chapter.

Demonstration Tools

Alternatively, you can bring appropriate demo props and show the audience how to operate them. Doing this will give more power to your presentation compared with only explaining it to the audience.

Steve Jobs, the ex-CEO of Apple Inc. often used this method as well. when he presented both the iPad and the MacBook Air for launching. The iPad he demonstarted live in front of the audience and He did the same thing for the Mac Book Air but he took

out the notebook out of an ordinary brown paper envelope to emphasize how slender the notebook was.

How to Design a Communicative Slide?

You already know the characteristics of a good slide and what to avoid in creating one. Now we are going to explain about how to design slide.

Designing a communicative slide requires a logical, a sequential flow, and a creative sense of art. A well-made communicative slide will ensure that your message will be well received by your audience and will make your task as a presenter, easier.

Well-Arranged Presentation Flow

Before creating a slide, take a second look at the content draft and the presentation structure you have made. Review and check the flow to see whether it is smooth, or not because you need to deliver your message flawlessly.

Cliff Atkinson in his book 'Beyond Bullet Points' explains a simple tool to review the presentation flow from the audience's point of view. You need to create a story from the audience's point of view, by inviting them to move from one condition to a better one.

These are the simple patterns that Atkinson shows us as a tool to check the presentation flow and arrangement:

Point A: What is the challenge that I am facing right now?

Point B: What kind of condition that I want?

Call to Action: How do I face my challenges now and move to the condition I want? Or How do I move from A to B?

Those are the three main issues of a presentation. Next, you can make important points which show the steps to answer the question: “how to move from an actual challenge to an expected condition?”

You can explain those three main issues in detail through your slides if it’s necessary.

In chapter 3 you will find the explanation on how to identify topic and purpose, by using the example of how to ‘build a learning culture in an organization’. If we relate that example to the Atkinson’s method, the presentation flow will be as follows:

Topic: Building a learning culture in an organization

Title: “Organization Transformation: From Passive Organization to Learning Organization”

Audience: Professionals in human resources from various private companies and state-owned companies.

Presentation Flow:

Point A: The Present Challenges

Employees don't like to learn. The leader doesn't support a learning culture. The organization is stagnant, and is facing difficulties as the competition tightens.

Point B: The Expected Condition

The formation of a spirit of learning in the employees as the first step towards building a learning culture in the entire organization.

Call to Action:

To change the learning habits within the organization and to create a continuously learning organization—supported by all components of the organization from top to bottom.

The flow (each point could be made as the title or headline in a slide):

A. Opening:

- Organization that does not learn = illiterate people of the 21st century
- You want to spark the employees' spirit of learning
- This is the first step in building a learning culture in organization, supported by the whole organization.

B. Content:

- Problem definition
 - Why does an organization need to learn?
 - What are the components of a learning organization?
 - The challenges that inhibit the learning process in an organization.
- Alternative solutions
 - A necessary change in paradigm
 - The supportive factors that create a sharing and learning culture

- Approaches in building a culture of learning
 - Create sharing and learning competition
 - Construct various formal and informal mediums
 - Take advantage of online learning technology
 - Design style of communication that stimulates to learn

- Case example of companies who have successfully built their learning culture
 - How did they start
 - The challenges that they encountered and how did they overcome them.

C. Closing:

- Building a learning culture is not as hard as you imagine.
- The summary of the keys in successfully building a learning culture.

This is how you design and arrange the presentation flow in a coherent, systematic, and logical manner. The audience will understand your idea and this arrangement will help the presenter deliver his views because he can see the structure of his whole presentation.

After designing the flow, next, we will create the storyline.

Create a Storyboard

Now we will transform the arrangement into an order of the presentation slides. First, we will first make sketches of the story and arrange them as a storyboard just like a film director who edits his film before shooting it.

A storyboard consists of simple sketches which show the shooting angles of the story from the audience's point of view to help them understand. So that the director will be able to materialize the image in his mind that the audience will see before shooting the film.

When you have finished your first draft, it is better to make sketches of the slide as a storyboard before creating slides in Microsoft PowerPoint, Apple Keynote or others.

What is a storyboard for? Why not just make the slide directly on PowerPoint? Isn't creating storyboard just a waste of time?

With storyboard you will be able to see if your presentation is connected harmoniously so you can select and decide the best way to explain a particular idea through (simple but visually powerful) slides.

From your arrangement you can create sketches. Be creative here! Use paper and a pencil to draw your sketches. They don't have to be good because they only function to sharpen your viewpoint in determining the kind of slides that you will need to make.

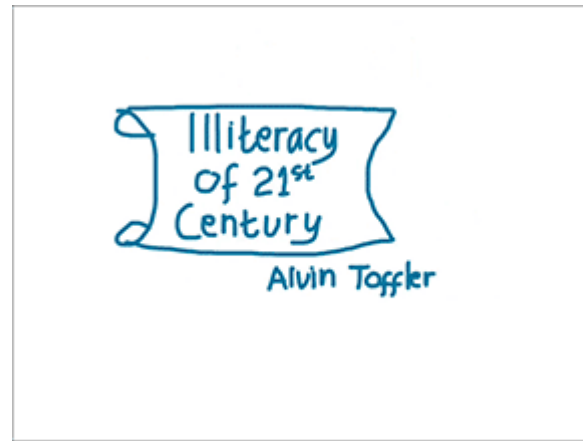
Referring to the example of 'How to Build a Learning Culture', the following are the example of slide sketches. A simple sketch should be enough to help you decide and create the most suitable slide for communicating your message effectively.

These sketches help you see the point of view that you intend to explain, the graphics that you want to use, and the keywords that you will add. Making complete slide-sketches will also help in figuring out how many slides would be needed for your presentation so as to convey the message as you intend.

Apart from that, you will be able to focus on the big picture instead of getting lost in the slide-designing details.



1



2



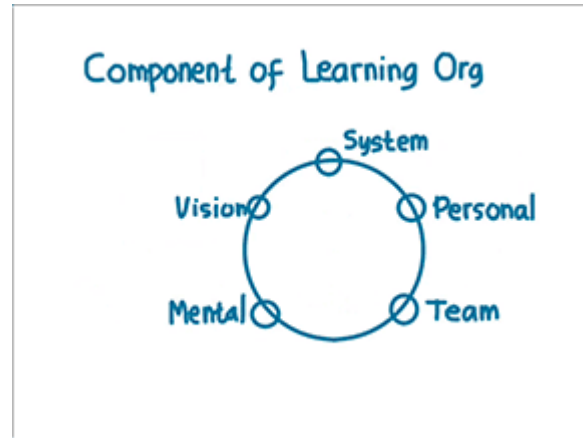
3



4



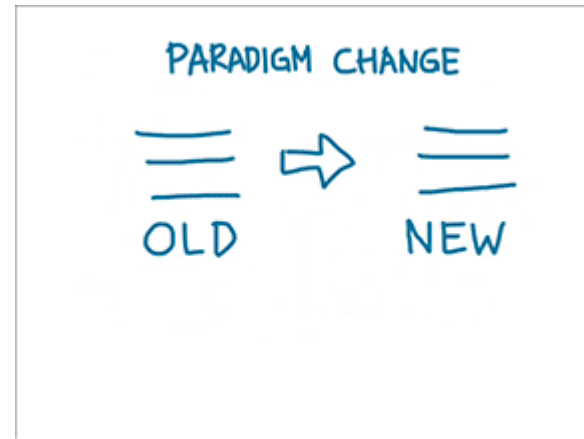
5



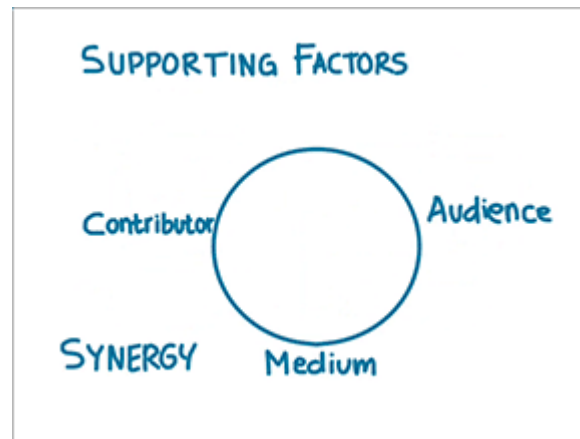
6



7



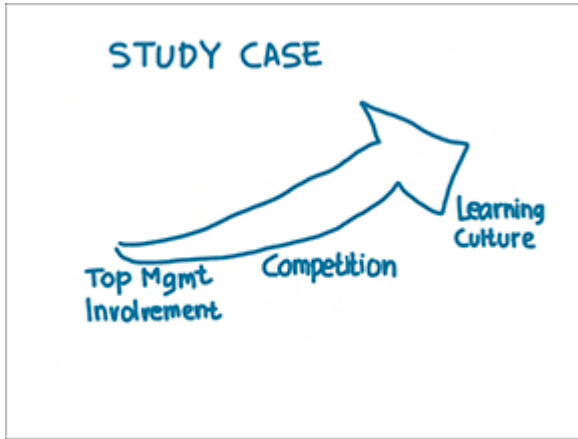
8



9

- ### APPROACH
1. Competition
 2. Medium Formal/Informal
 3. Online Technology
 4. Attractive Communication

10



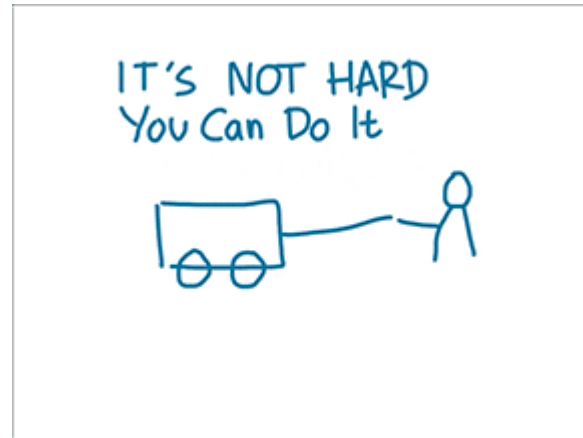
11



12

CLOSING

13



14

SUMMARY



Fun



Options



Access



Attractive



Leader
Involvement



Ways of
Working

15



16

LET'S
START NOW

17

With a storyboard, you will be able to see your whole presentation connected harmoniously so you can select and decide the best way to explain a particular idea through simple but visually powerful slides.

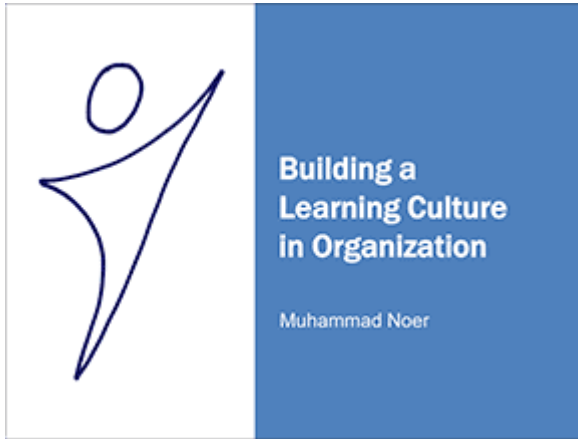
Changing Sketches into Slides

After you have finished with the sketches and storyboard, now you can go on designing each slide based on the storyboard that you created, to determine the most effective way to communicate your ideas.

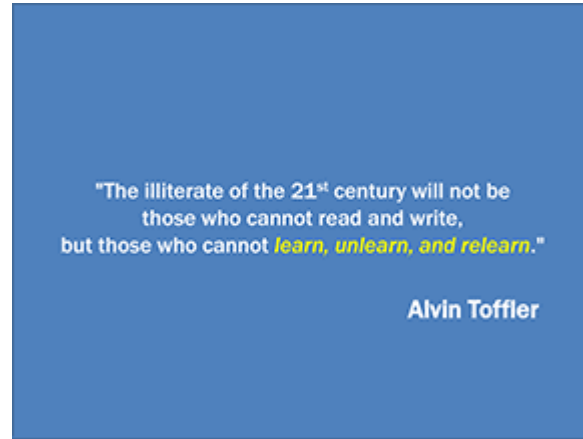
Don't forget the characteristics of a good slide and what to avoid in creating them.

A good sketch will help you present your ideas visually so you can choose the most suitable image to represent the idea you want to convey.

Next, I will show you some slides using the sketches that I have made.



1



2



3



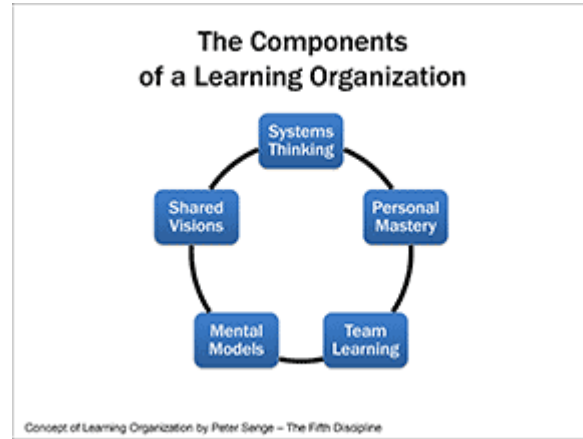
4

Why Organization Needs to Learn?



Competition **Change** **Synergy**

5



6

Barriers in Learning



Individual

- Knowledge is not shared
- Don't understand the benefits
- Don't have time
- Comfort zone

Organization

- Lack of management support
- Corporate culture is not friendly
- Not part of how the company works

7

Changing The Paradigm



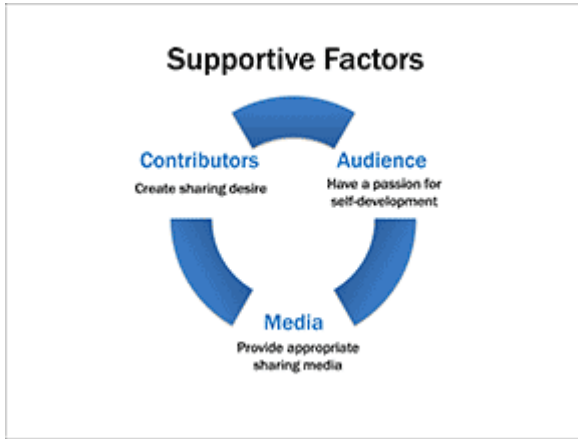
OLD

- Learning in class
- Formal and serious
- HR Dept. responsibilities
- Obligation

NEW

- Learn anywhere
- Fun
- Shared responsibility
- Choice for self-development

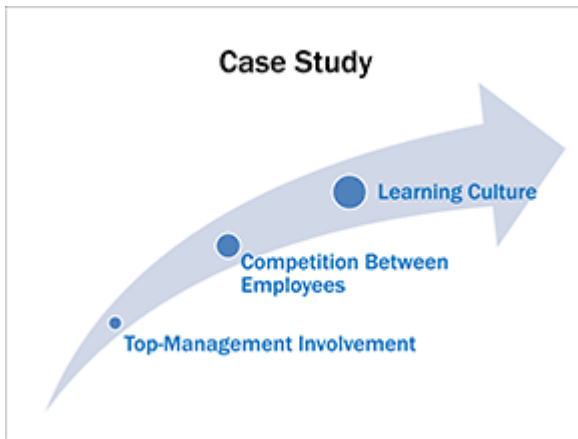
8



9



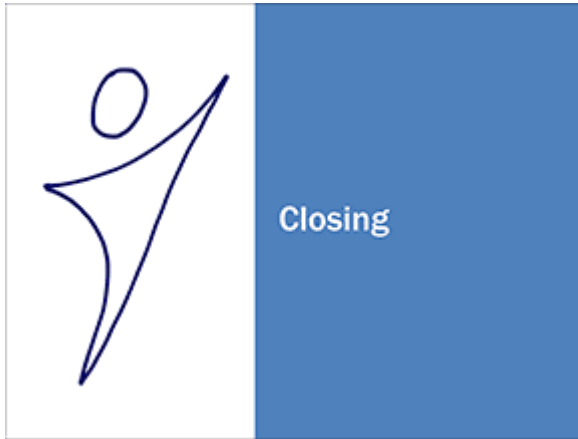
10



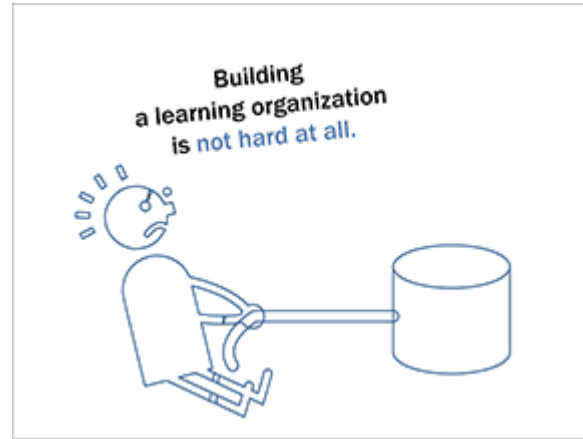
11



12



13



14



15



16



17



Photo Source Description

Notice how those slides were created using brief words, concise images, and effective diagrams, to help the presenter clearly explain the message of each slide.

A presentation is a combination of verbal and visual communication. The slides convey messages by reducing what the presenter needs to say.

7

| SLIDE DESIGN PRINCIPLES

7

SLIDE DESIGN PRINCIPLES

Designing a good slide requires some knowledge of design and aesthetics. You don't have to be a designer to create a good slide but understanding design is a valuable trait which will enable you to design effective, esthetically-pleasing slides for your presentation.

Designing Slides with a Designer Approach

If you are used to making your own presentation slides, then you know how to make a slide both aesthetic and communicative. Even if you don't create your slides yourself, you need to be clear in defining what kind of slides that you need to create.

I will explain how to design presentation slides using the principles of good design.

“Literacy is not only about reading and writing, but also about understanding visual communication.”

Garr Reynolds – “Presentation Zen”

Reduce Unnecessary Information

A common mistake in making presentation slides is trying to put too much information on the slide so the slide becomes too complicated, and the message is unclear and the audience gets confused because they have no clear idea of what the slide is trying to emphasize.

Reduce all non-essential information and your slides will function as clear communication media.

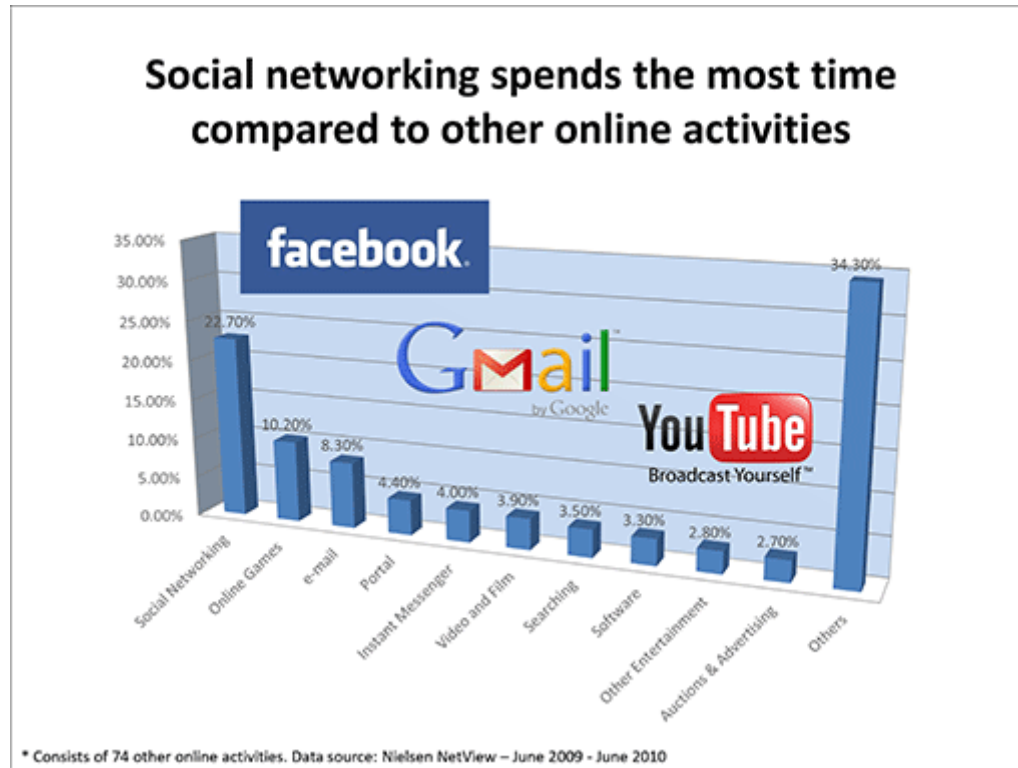
Creating a slide with a design approach is to think of the communication aspect of a slide.

What do you want to communicate exactly? How to express it in the best and most straightforward way to avoid misunderstandings?

“Two points that I always ask myself before making a slide:

- (1) What exactly do I want to communicate?**
- (2) How to communicate it as simply as possible?”**

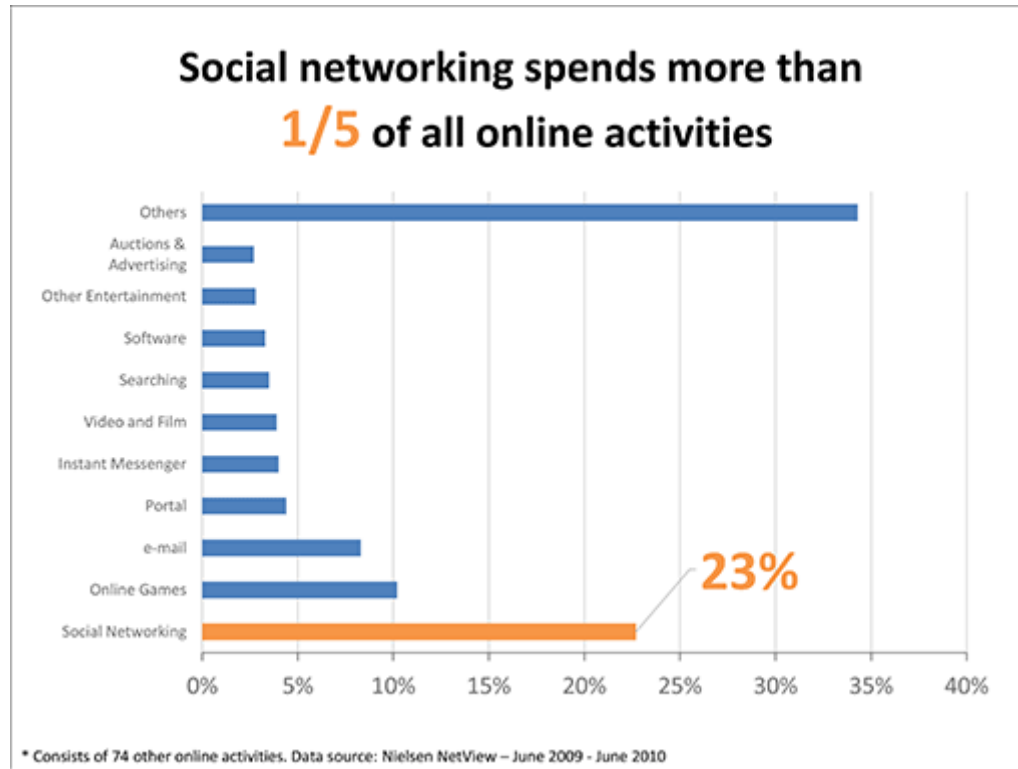
— Muhammad Noer



Picture 7.1

Example of slide which does not help the audience to understand and focus on the data

Look at the example slide above. There is plenty of unnecessary information that could distort the information. The use of a three dimensional graph makes the data more difficult to read and the display of various logos of the internet giants draws the audience's attention away from the data. Its unclear what exactly the slide intends to communicate.



Picture 7.2

Example of slide which help the audience to understand and to focus on the data

The slide above is revised. It is a lot simpler and conveys the idea with simplicity and clarity. Unnecessary images have been removed. Using a two-dimensional horizontal bar graph is very helpful for reading the data comparing 10 activities. It clearly indicates the chart is emphasizing the orange bar, which represents social networking.

The slide title is more focused, making the audience aware of the fact that more than 1/5 of online time is spent on social networking. A value label of (23%) highlights this point so the audience will be able to compare the other data according to scale if necessary.

The Difference Between Documents, Teleprompters and Presentations

Nancy Duarte, a communication consultant who helped Al Gore design the slides of his unusual presentation *The Inconvenient Truth*, explained clearly about what a presentation slide should be. In her book *Slideology*, Nancy Duarte invites every presenter to clearly differs between document, teleprompter, and presentation.

A slide consisting of long, detailed text, facts and data is more appropriately called a document. Unfortunately, slides like these are used very frequently and are full of bullet points.

A brief slide using sentences of 6 or more words, with bullet points, should be called a teleprompter. A presenter just reads word by word from the teleprompter.

A presentation slide is a slide that is visually strong, brief, concise, and helps the audience understand the idea conveyed by the presenter.

Now, look at the following slide.

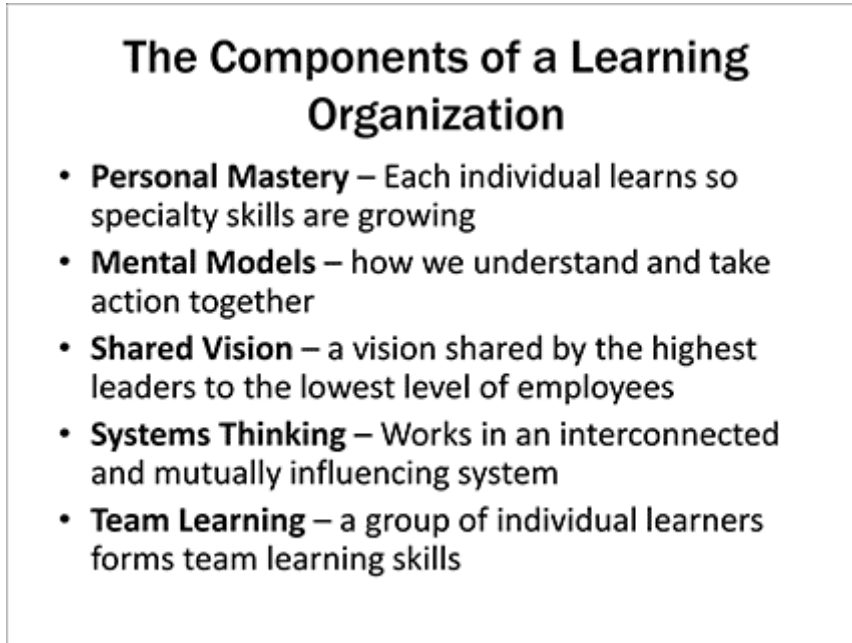
The Components of a Learning Organization

The five disciplines of the learning organization discussed in the book are:

- **Personal mastery** is a discipline of continually clarifying and deepening our personal vision, of focusing our energies, of developing patience, and of seeing reality objectively.
- **Mental models** are deeply ingrained assumptions, generalizations, or even pictures of images that influence how we understand the world and how we take action." (p. 8)3) "
- **Building shared vision** a practice of unearthing shared pictures of the future that foster genuine commitment and enrollment rather than compliance." (p. 9)4)
- **Team learning** starts with dialogue, the capacity of members of a team to suspend assumptions and enter into genuine thinking together." (p. 10)5) Systems thinking - The Fifth Discipline that integrates the other
- **Systems thinking** also needs the disciplines of building shared vision, mental models, team learning, and personal mastery to realize its potential. Building shared vision fosters a commitment to the long term. Mental models focus on the openness needed to unearth shortcomings in our present ways of seeing the world.

Picture 7.3
Slide-document

This slide is called a document. The audience must read it thoroughly to understand it but it is almost impossible to do so.



The Components of a Learning Organization

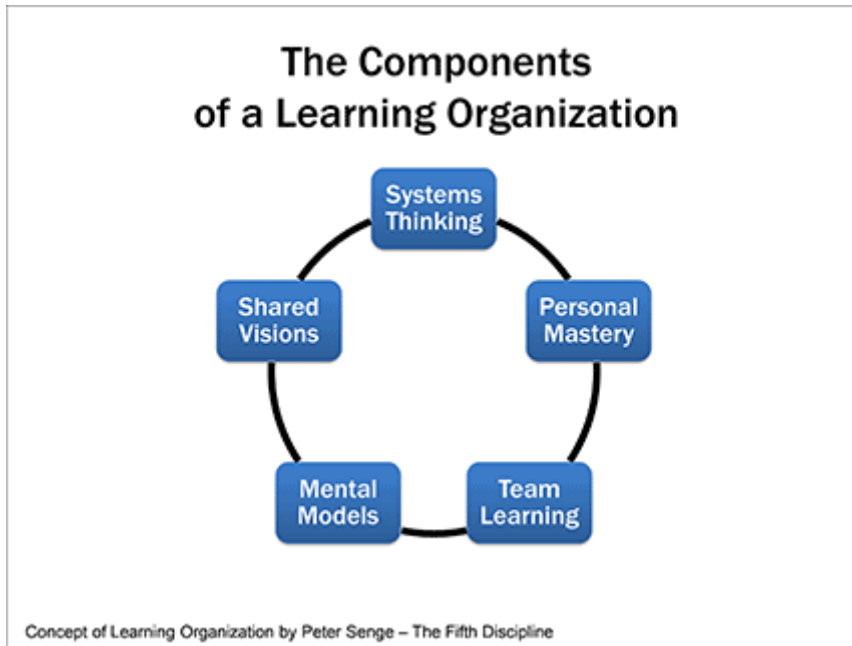
- **Personal Mastery** – Each individual learns so specialty skills are growing
- **Mental Models** – how we understand and take action together
- **Shared Vision** – a vision shared by the highest leaders to the lowest level of employees
- **Systems Thinking** – Works in an interconnected and mutually influencing system
- **Team Learning** – a group of individual learners forms team learning skills

Picture 7.4

Teleprompter

The above slide can be called a teleprompter. It is more compact but not visually communicative.

Now, let's look at the following slide.



Picture 7.5
A Correct
Presentation Slide

This is what we call a slide: A *Presentation Slide*, to be precise. This is the kind of slide we want to learn to create in this book.

Create Ideas. Not slides.

Slides are created to help explain and develop ideas, thoughts, and discoveries. Don't just generate a slide for the sake of creating one. Remember, the difference between a killer presenter and an ordinary presenter lies his ability to convey ideas.

The ultimate task of a presenter is to discover the best way to communicate ideas using images, diagrams, or text.

Using a simple chart helps the audience understand the data and the facts. Use graphs to show what's behind the numbers but use emphasis to focus the audience on what you want to communicate.

For each slide ask yourself: What kind of images and words should I use? Which diagram describes a particular process best? Which chart clearly shows a business trend etc. So as to best convey your message.

If you have found the most appropriate way to communicate your idea with a slide, then you should only need to add a word or two to perfect it.

A Zen Visual Presentation

In the book, Zen Presentation, Garr Reynolds invites every presenter to look at the Zen approach and apply it when designing a slide.

To give a presentation is to provide meaning, and is an opportunity to make a small change in the world, in the community and in the company you are working in, or in the school where you are studying. For this opportunity, of course, you want to do something unique and different.

The Zen approach is as follows:

Kanso (simple)

The most important thing to a Zen aesthetic is beauty and visual elegance. In slide design that means achieving maximum results with minimal input.

Shizen (natural)

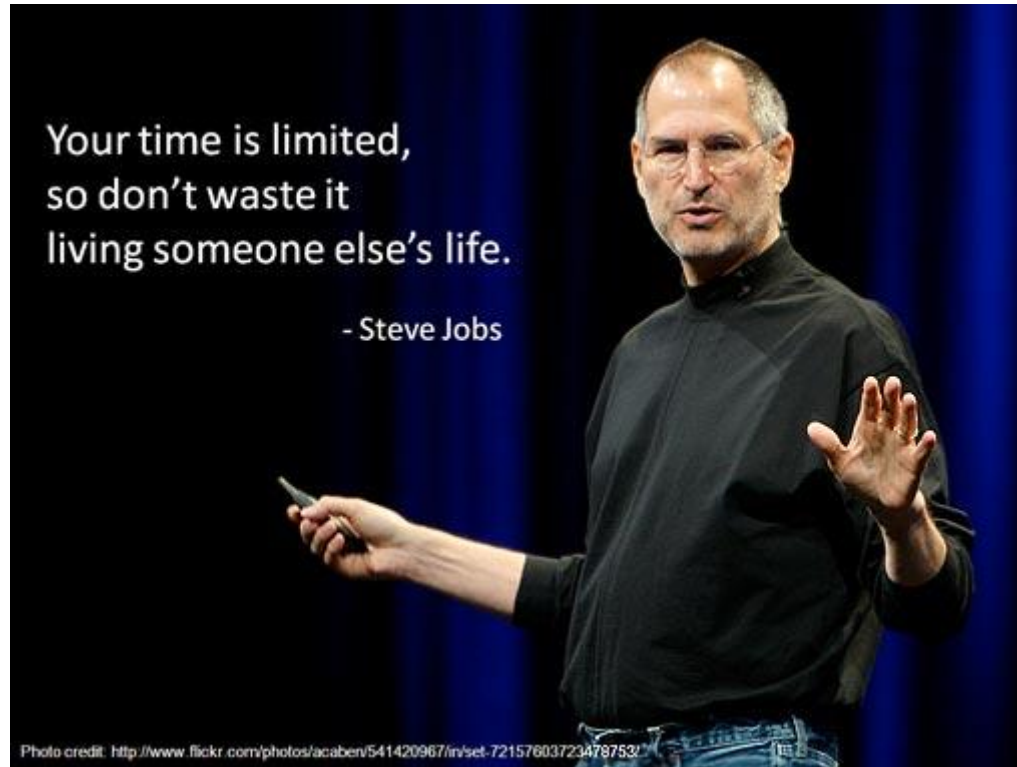
Use only essential things to communicate your idea to the audience to make it as simple as possible. Don't make it complicated.

If you try to show everything, your slide will be too complicated and you will lose the audience's interest and attention.

Shibumi (elegant)

You don't have to show all the details, visually or verbally, to your audience. It would be enough to combine your own words with the visual image that can motivate your audience and stimulate their imagination.

Help them empathize with your idea, so they can visualize your idea far beyond what can be shown with PowerPoint software.



Picture 7.6

Example of a simple and elegant slide

Displaying Data Through Charts

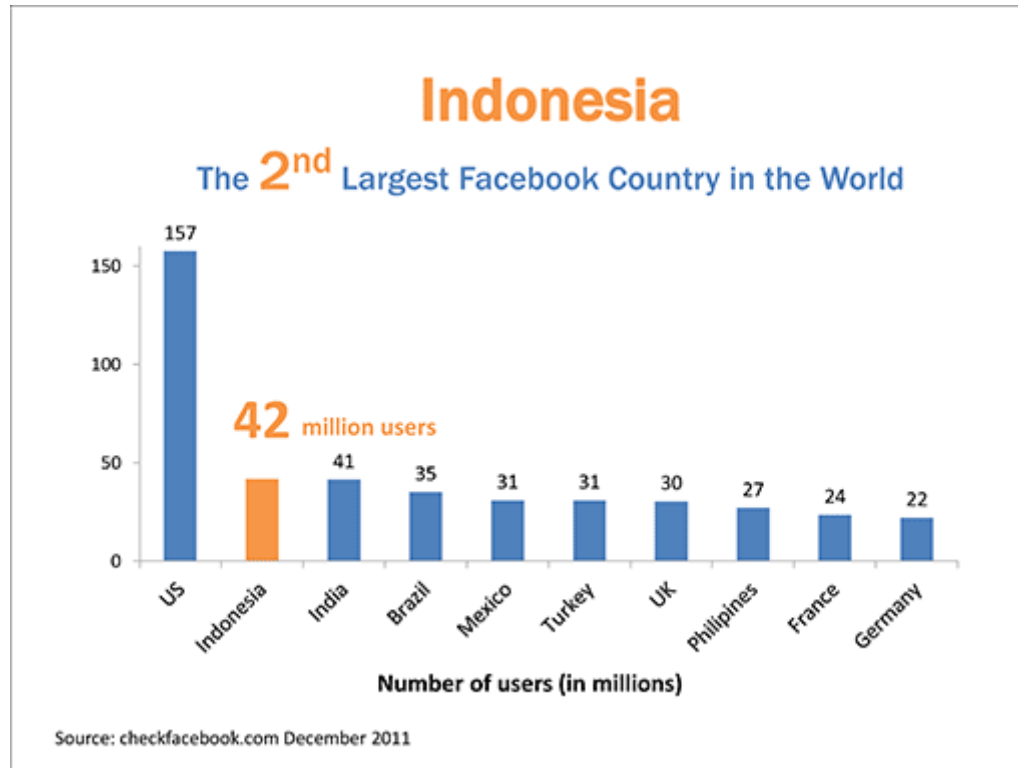
In business presentations, data and facts are usually presented as a chart or graph. Data about stock price movements, population growth, sales trends, are some examples of this.

The question is, how to present graph in a presentation effectively and how to help the audience capture “the meaning behind the numbers” as easy as possible?

The first step is to distinguish between different types of graphs and their functions. Understanding which type of chart best describes a specific kind of idea is the earliest step to effectively present data in a presentation.

Bar Chart

Bar charts are appropriate for showing a comparison between data.



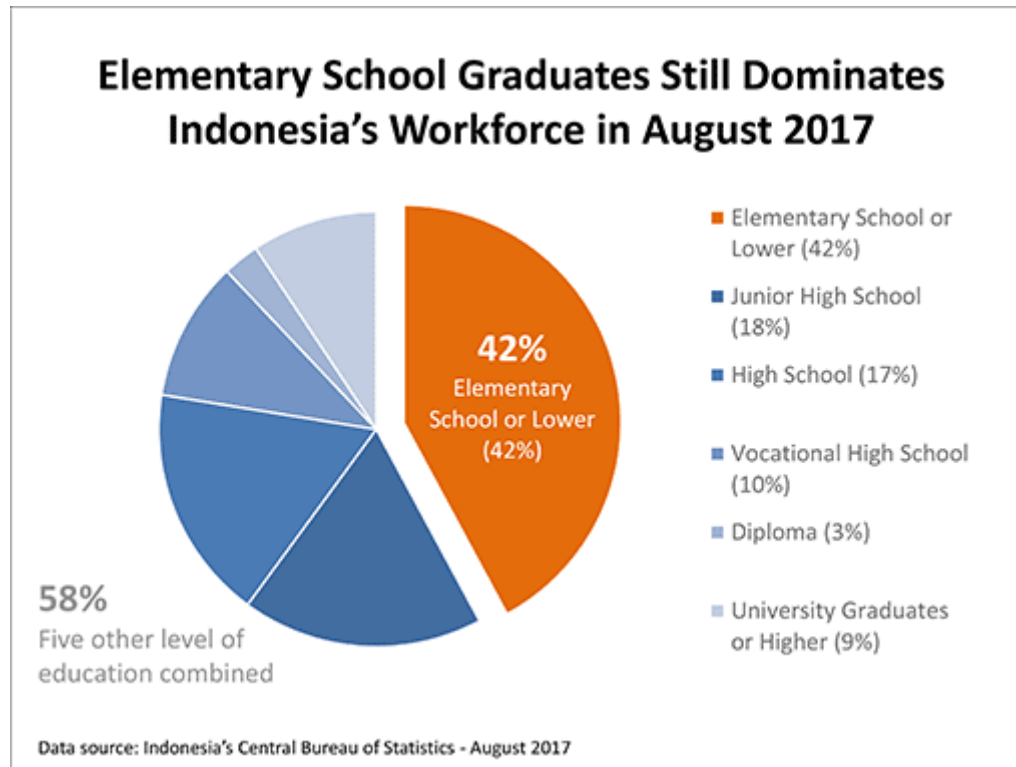
Picture 7.7

Bar Chart for Data Comparison

In the example above, bar charts are used to compare ten countries with the largest number of Facebook users in the world. You can see that the emphasis of the graphic is Indonesia and the data is sorted in order, to make it easier for the audience to understand the content of the graph quickly.

Pie Chart

A pie chart best explains a proportion or shows a part of the total amount. In this example, the pie chart is used to emphasize the sector (elementary school or lower education) with the largest portion.

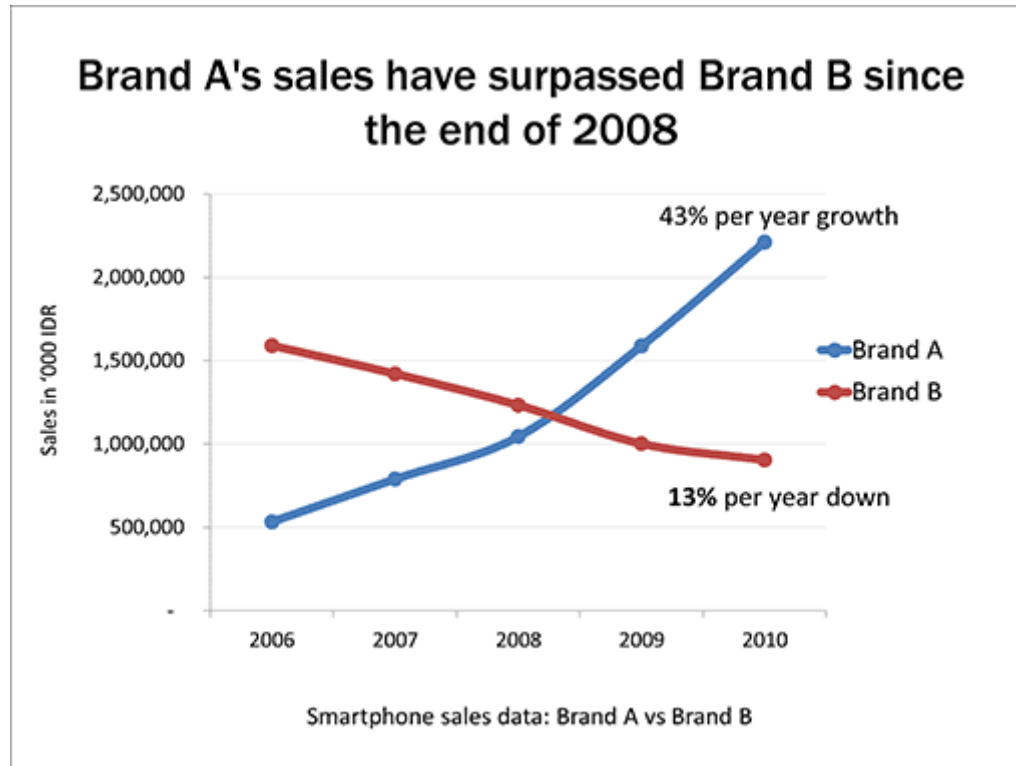


Picture 7.8

Pie Chart for Comparison of Proportion

Line Chart

A line graph is perfect to show a trend from time to time. Notice how the charts in this example emphasize each line at the growth point and the average decrease each year.

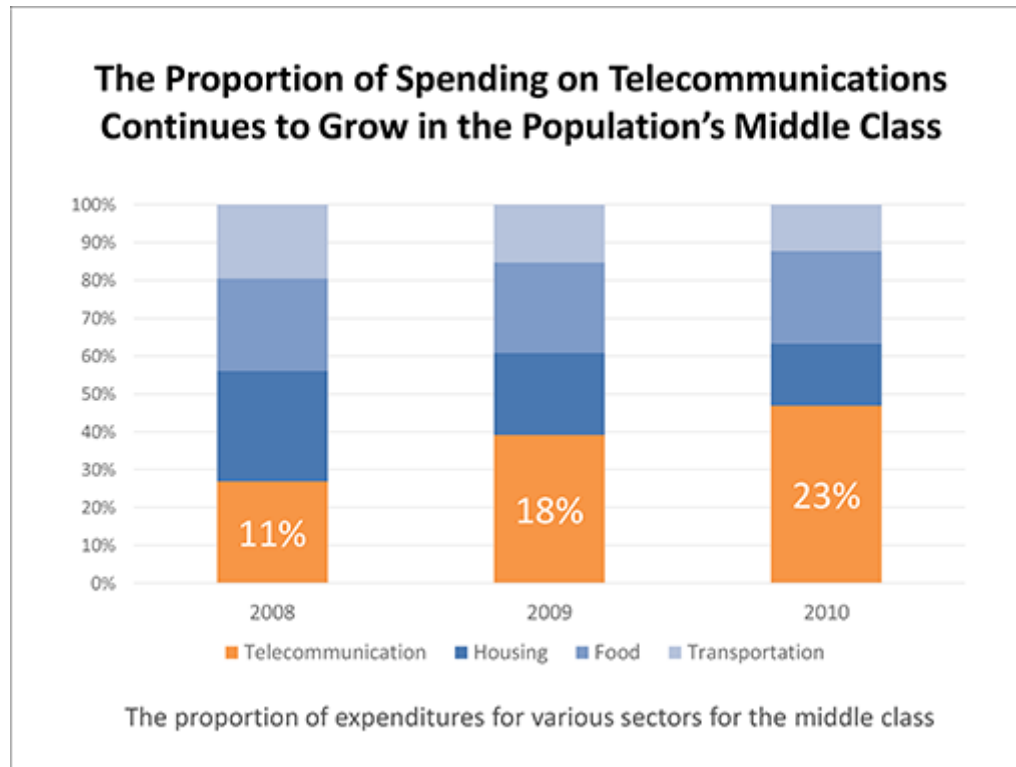


Picture 7.9

Line Graph for Showing the Trend

Stacked Bar Chart

A stacked bar chart is used to explain comparisons consist of several parts. For example, the stacked bar chart below is used to show the proportional changes in expenses over a three year period.

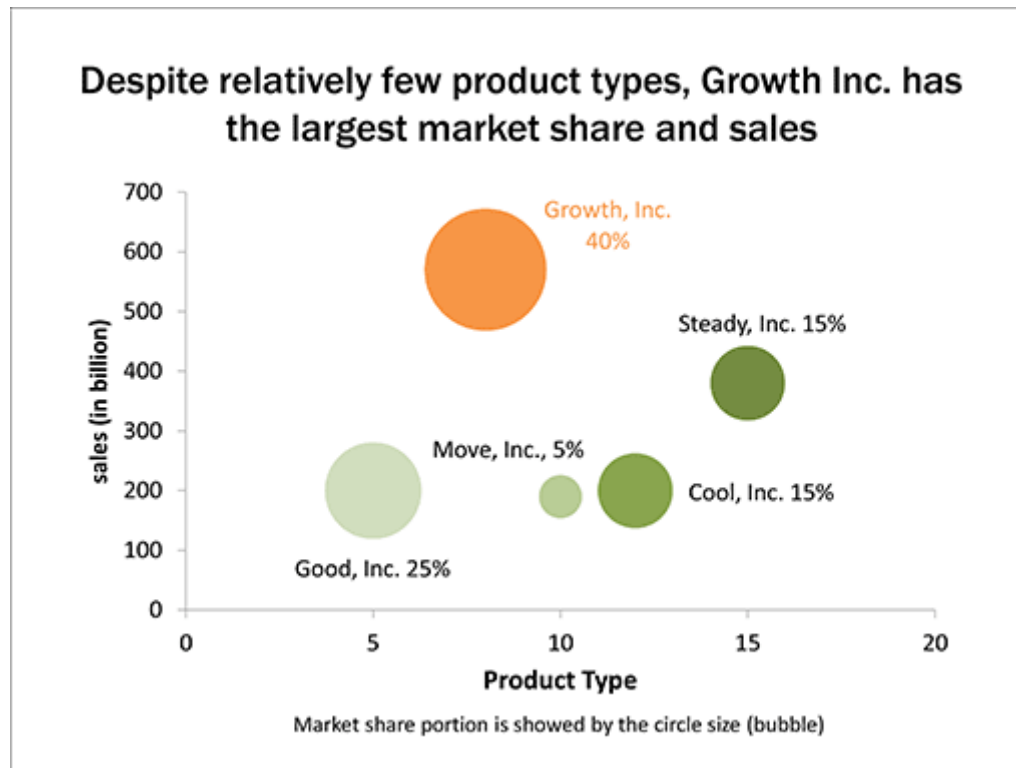


Picture 7.10

Stacked Bar Chart for Showing several Proportion Comparison

Notice how the graph above highlights the telecommunication sector as the leading sector which is continuously growing over time, while the trend of other areas is decreasing.

Bubble Chart



Picture 7.11

Bubble Chart for Showing Many Comparisons in General

The bubble chart is perfect for showing a general comparison from many data visually when they don't need to be precisely accurate in proportion.

The example above compares five companies using three criteria:

- Type of product sold (x)
- Sales value (y)
- The percentage of market share (z)

With this chart, people can easily see the meaning of the circle size: bigger circle means more significant market segment. The location of the circle indicates how many types of product are sold, and their sales value. Notice that the precision in the bubble graph is unclear because it is only aimed to show the relative difference in comparison visually and immediately.

Components of a Chart

Next, we must understand what makes a good chart whose components are *background*, *data* and *emphasis/highlight*.

Background

Choose a simple background that doesn't distract attention. If you must use the line of axis X and Y in a graph, select a softer color so it will not look too dominant.

Data

Data is best presented with a graph but the type depends on the data you have and what you wish to highlight. Learn the differences between the various types of graphs and know their functions, then use the appropriate chart to present the data.

Emphasis or Highlight

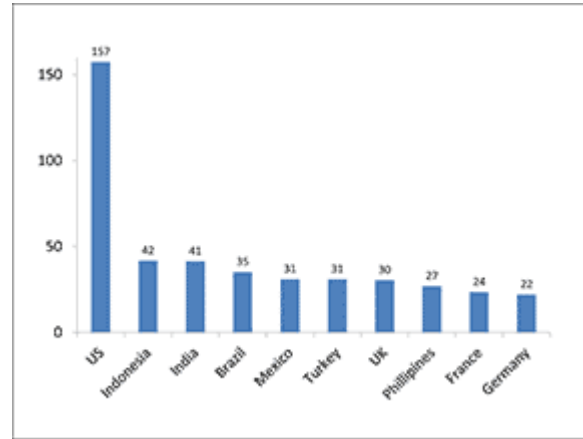
Each data has a story and your challenge is to explain what's behind the numbers. Charts will make it easier.

Emphasis helps the audience understand which data is worthy of scrutiny. The focus could be indicated by giving a different color, a different font (bold or italic), or an additional explanation (legend) to the chart.

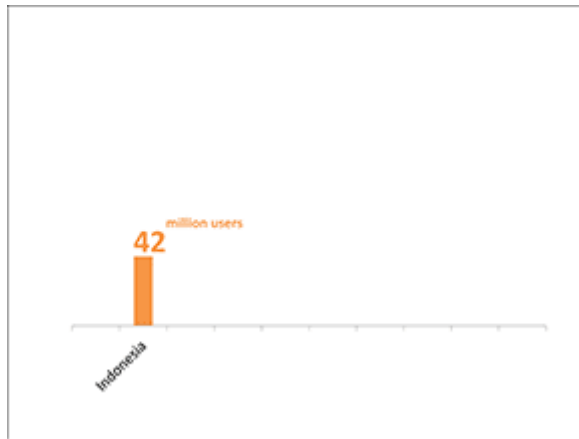
Notice how the following example shows a harmonious combination between background, data and the emphasis.



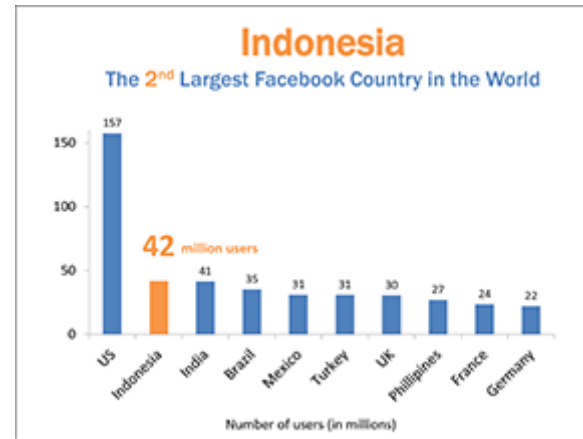
(1) Background



(2) Data



(3) The Emphasis of the Data



(4) The Final Graphics

Understanding the components of a graphic chart will help you create beautiful and aesthetic charts that are easy to understand. They will tell the story behind the numbers and focus attention on the important numbers you wish to talk about.

The Harmony of a Slide

We can tell whether a design is good or not, by looking at it and knowing its function. Although everyone's design tastes may vary, the principle for good slide design remains the same. It is the harmony.

'Harmony' means there is a balance between the background, the color, the fonts and the image used in the design.

Slides like this will be comfortable to look at, easy to understand and remember and will tug at the audience's emotion.

Background

Consider the background as the canvas where you will select a theme and it should not be compete with the other elements on the slide such as your text, images or charts.

Color

Color plays a vital role in giving nuance to mark your personal identity as a presenter. Before choosing the primary colors for your presentation, make sure you know your audience and know what colors will resonate with them. For example, you wouldn't use the same colors when presenting to junior high school as you would with a conservative company. You can also use specific colors to represent your identity as the presenter as well, such as the colors of your company logo.

If you are interested, you could learn about the psychology of colors and what kind of nuances that are created with specific colors. It's normal for presentation designers to utilize a particular color palette or harmonious color scheme in all the slides so they will look consistent and harmonious.

Font

The use of font will determine the professionalism side of your presentation slide. There are fonts which give a formal and bold impression and others which are more informal and friendly. One important thing to remember is to avoid using more than two fonts in a slide. Doing this will make your slides look disharmonious as if each font is trying to catch the attention of the audience.

Two kinds of fonts are enough. One is for the titles and subtitles, and the other is for the text.

Image

A single image could have a thousand meanings. A picture can give a strong impression because it has a visual effect towards the audience. Therefore, choose the right image to represent the ideas, emotions, and messages that you want to convey. If you use images in more than one slide in a presentation, it's better to make sure that all the images are interconnected and reinforce each other.

Remember, the function of image is not merely to decorate a slide, but to function as a tool to deliver your idea smoothly. Sometimes, it's better not to use an image at all if what you have is appropriate because forcing an image on the audience will confuse them: they will struggle to find the correlation between the image and the message of the presentation.

The 'Kawasaki Venture' Presentation Model

Guy Kawasaki is a venture capitalist and a former Apple Corporate Officer. Most of the time he listens to presentations from business start-ups and needs straight to the point presentations that are right on target.

He suggests using: **'the 10/20/30 principle'**. A presentation should consist of 10 slides, last for 20 minutes, and have a minimum font size of 30 points.

The basic templates of those ten slides are:

1. The Problem
2. The Solution
3. The Business model
4. The Underlying magic/technology
5. Marketing and sales
6. The Competition
7. The Team
8. Projections and milestones
9. Status and timeline
10. A summary and call to action

If you have to deliver a presentation about a new business idea in front of a very busy audience with limited time, remember to use these guidelines to give a compelling, concise, killer presentation.

Some Examples of a World Class Presentation Slide

Seeing is believing. Sometimes its hard to understand why are some slides are considered good, while some are not but a good slide consistently uses the principles of good slide design.

To sharpen your senses, I have chosen several best examples from [slideshare.net](http://www.slideshare.net). This site provides various presentation materials over a wide range of topics. If you want to see examples of outstanding presentation slides, you can perform a search using the keywords: “best presentation”.

Presentation: Smoke – A Convenient Truth

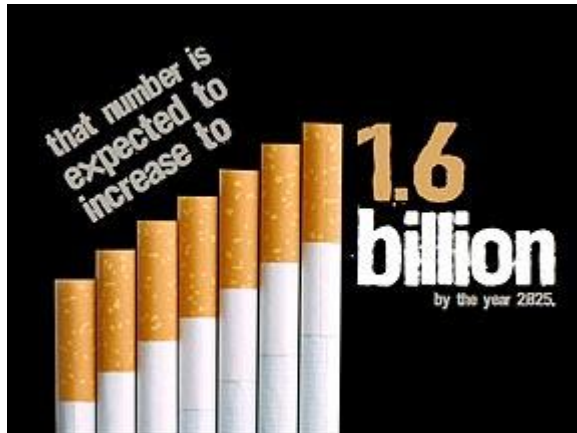
The first winner of “World’s Best Presentation Contest 2010” [slideshare.net](http://www.slideshare.net)

By: Empowered Presentations

<http://www.slideshare.net/mrcoryjim/smoke-the-convenient-truth-5602255>

This presentation talks about the global impact of smoking: astounding facts and statistics on smoking. Note how this presentation uses powerful images that tug on the audience’s emotion while the use of a black and white background, also carefully selected font and color creates consistency in the presentation.

The following are 10 slides from a 79 slide presentation.







Presentation: American Healthcare – A 4 Napkins Explanation

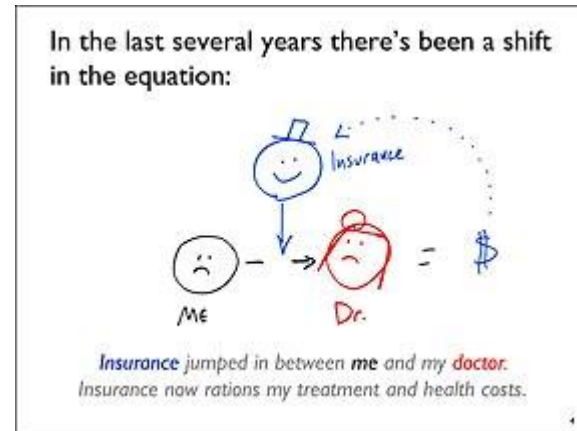
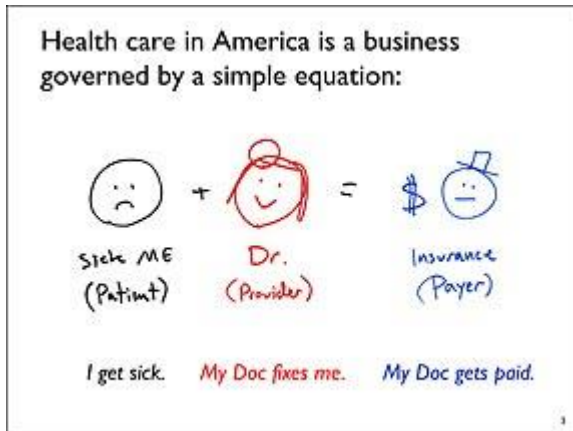
The first place winner of the “World’s Best Presentation Contest 2009” slideshare.net

By: Dan Roam

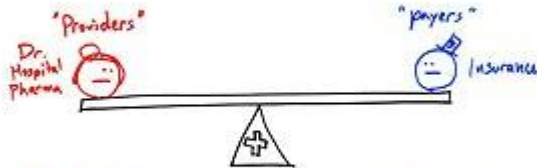
<http://www.slideshare.net/danroam/healthcare-napkins-all>

This presentation brilliantly describes the practice of health management in the United States and explains the relationship between medical parties, insurance companies and the patient community. Using simple illustrations, this presentation stands out differently and shows its genius in explaining a complex issue using simple language.

The followings are the 18 of the 51 presentation slides.



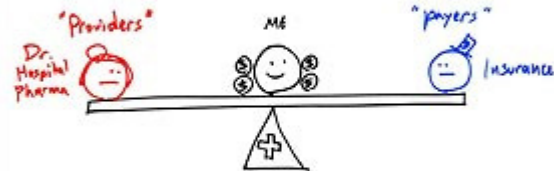
That happened because health care is really two different businesses:



There's the business of providing health...

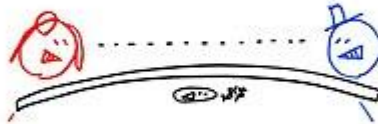
... and then there's the business of providing payment.

I'm in the middle.



Me, my health, and my money sit in between these two businesses.

They have conflicting interests and fight over my money. (It's a zero-sum game.)



Providers like to prescribe new and expensive treatments to keep money flowing in.

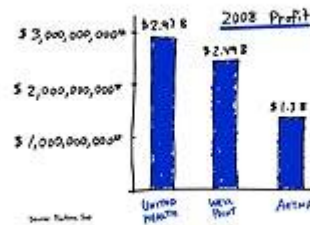
Insurers charge more (and allow less) to keep money flowing in.



Dan Roam dan@danroam.com www.thebackofthenapkin.com



Private insurers had a remarkably profitable 2008. (Yes, in the recession.)



2008: Detroit dies. Wall Street tanks. 9.5% unemployed. Private insurance does just fine.

And where will the money I pay go? (There are 3 possibilities.)



1. Increase profits for Private Insurers.



2. Fund new non-profit insurance exchanges.

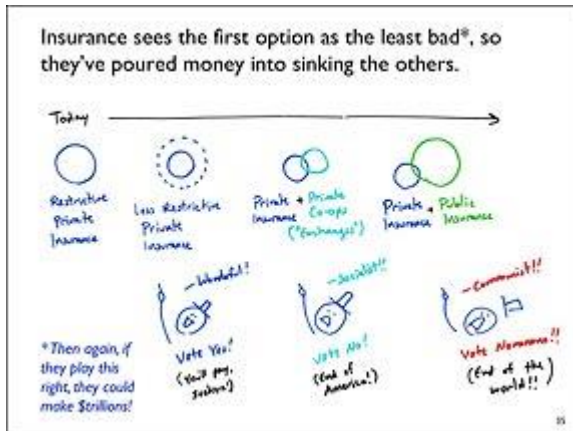
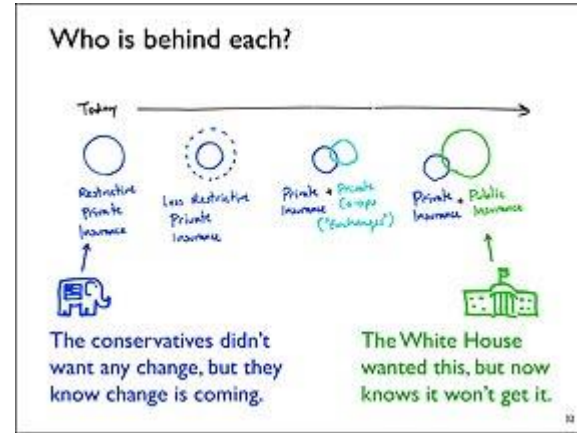


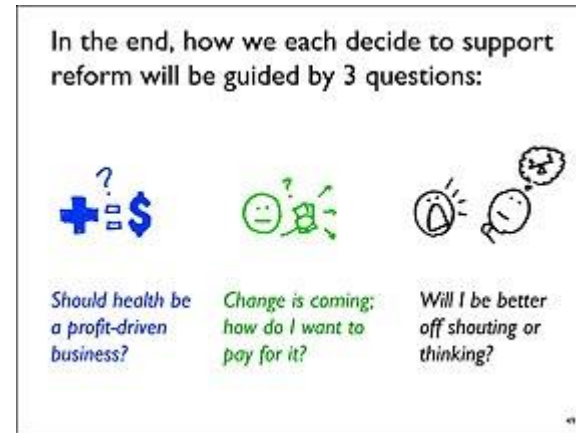
3. Fund a new government insurance plan (no profit allowed).

Yes, it is that simple.



Dan Roam dan@danroam.com www.thebackofthenapkin.com





Presentation: Thirst

The first place winner of the "World's Best Presentation Contest 2008"
slideshare.net

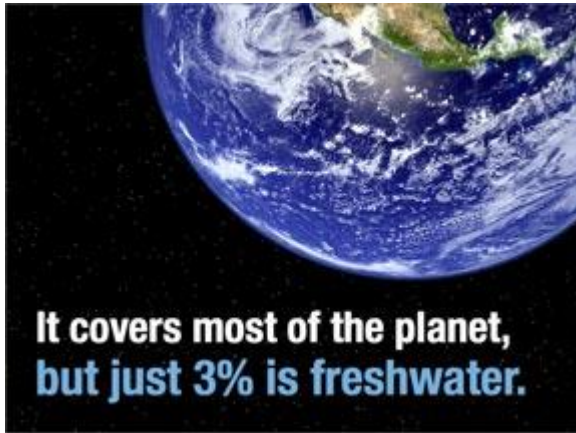
By: Jeff Brenman

<http://www.slideshare.net/jbrenman/thirst>

This presentation is about how the world is impacted by its great thirst for clean water, for industry, agriculture and human life. Using the latest statistical data along with simple slides that are visually strong, this presentation is attractive, elegant, and touches the audience's heart.

Here are 18 slides of the 65 slide presentation.





**One toilet flush
uses 3 gallons**



**10-minute shower:
50 gallons**



**Our water sources
are under pressure.**

**1 in 3 people
lack access to
adequate sanitation.**

1 in 5
don't have access
to safe drinking water.



It's a thirsty world.



We are thirsty...

**It's time to give water
a second thought.**





These are some selected presentations to train your senses and stimulate your ideas in designing slides that are communicative and visually strong. There are many other great presentations to discover on slideshare.net. You just have to find them and learn about combining the message with the aesthetic design.

A little knowledge of design will help you create beautiful slides and deliver your message well.

8

| WORKING WITH EQUIPMENT

8

WORKING WITH EQUIPMENT

Technology creates tools which change the way presentations are delivered all the time. In the old days, presentations used to be delivered with sheets of caption paper, which had to be turned over by presenter when he finished with one side. Then, the transparent plastic slide projector was invented which project slides directly into an overhead screen. Now, almost all presentations use digital slides produced from software such as PowerPoint or Keynote which connect to a digital projector or large TV screen.

THOSE ARE JUST THE ADVANCEMENTS ON THE SLIDES ALONE. Recently there are so many other new instruments that have been invented. Now we have cordless microphones that you can attach to your tie, so you don't have to hold it during presentation. There is a remote control device which advances the slides without even touching the computer. Alternatively, a teleprompter is used by newscasters or politicians to read speeches word for word while focusing on the camera. All of these instruments can help a presenter to give the best presentation to his audience.

To deliver a presentation well, you don't have to be an expert in presentation instruments but it would be beneficial to know how each device works and what to do if they break down.

Understand how every instrument works in a presentation. A firm understanding of the necessary tools will help you deliver the best presentation.

Computers

Your computer or notebook is the one instrument you should master very well. You will need a computer to design slides, save them, and then connect it to a projector to deliver your presentation. What do you need to know about using a computer in a presentation? Here's advice that will help you.

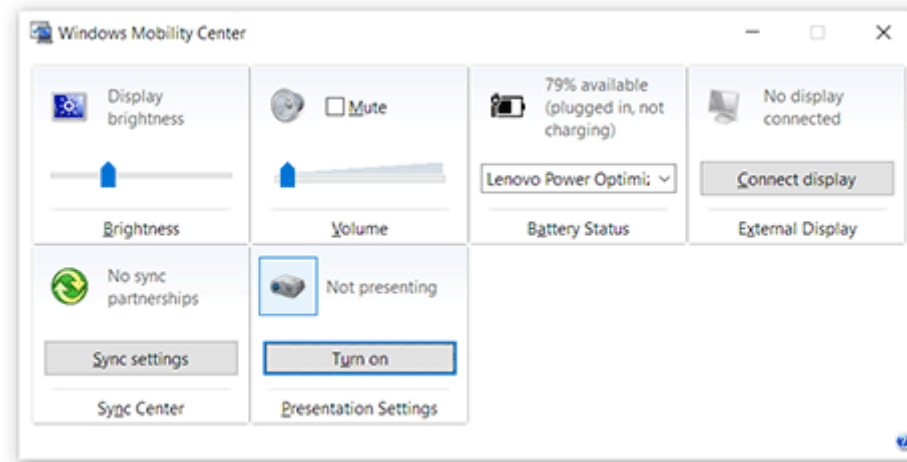
Turn Off the Screen Saver

Before the presentation begins, make sure to turn off the screen-saver first, to prevent the screen from changing into screen-saver mode while you are talking to the audience. That will inevitably distract the audience's concentration.

Turning off the screen-saver is very easy. With Windows operating system on your computer (Windows 7/8/10), do as follows.

1. Search for “**Mobility Center**” from the Windows search box (usually in the lower left area on your desktop, or simply press the Windows key + S) and click.
2. The Windows Mobility Center box will appear on your desktop.
3. On the lower tile, you will find “**Presentation Setting**” box.

4. Click the “**Turn On**” button. You will see the box change from “Not Presenting” to “Presenting”. That’s it, basically.

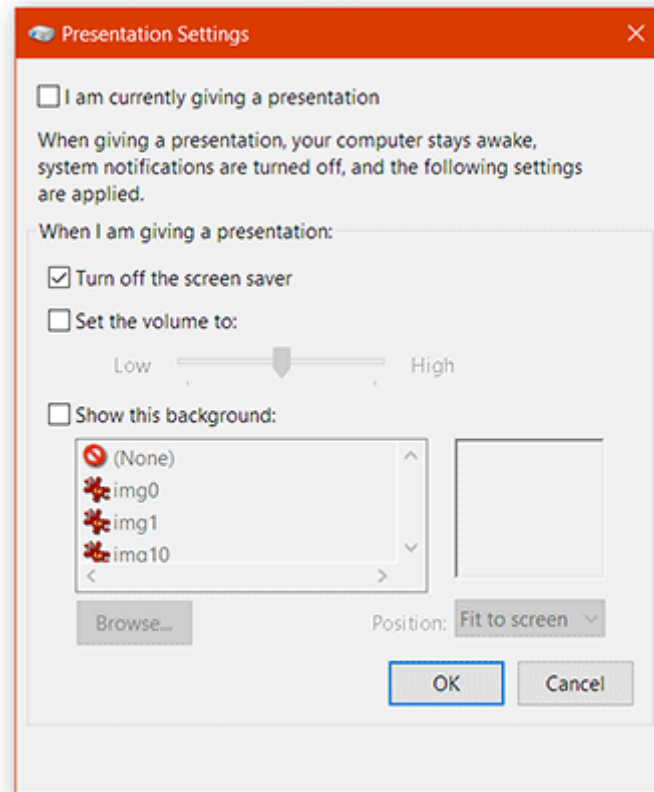


Picture 8.1

Turn-off the screen saver by turning-on the Presentation Setting mode

5. To adjust the Presentation Setting further, click the **projector icon** in the same Presentation Setting tile. The “Presentation Setting” windows will appear.
6. Make sure the box next to “Turn off the screen saver” is checked (otherwise the screen saver will not be turned off).

7. Here you can adjust the volume setting of your computer, or make your computer show only a specific background picture every time the Presentation Mode is on (if you want your background to be black, choose “None”).



Picture 8.2

Adjusting the Presentation Setting further

Alternatively, to reach the Windows Mobility Center box,

1. Press **Windows key + X** (or right-click the Windows button)
2. Press '**B**' key (or click 'Mobility Center')
3. Press '**U**' key to turn on and off the Presentation Mode (or click the "Turn on" button).
4. Press '**P**' key **two times** if you want to change the presentation setting further.
5. Click '**OK**' when you have finished with your setting.

If somehow both methods above don't work, press the Windows + R key to open the Run dialog (or Windows + S to search, type in **mblctr.exe** or **presentationsettings.exe** (presentationsettings with 's' and press Enter. This shortcut will show the same Presentation Settings dialog box.

Don't forget to turn off the Presentation Mode in your computer after you have finished your presentation.

With other operating systems on your computer (such as iOS or Linux), make sure you find the way to turn off the screen saver before doing a presentation.

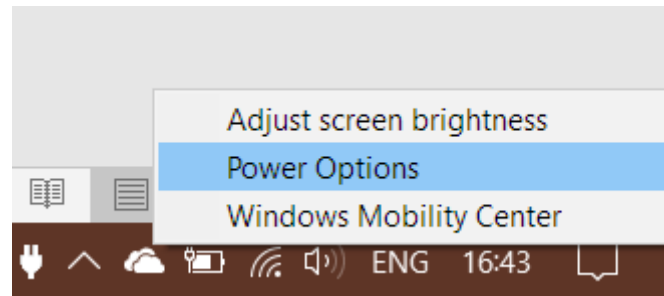
Make Sure the Power is on the 'Always On' Setting

Notebook computers always have a power setting. In general, notebook screens will change to black and go into sleep mode after a certain period of inactivity. Check the power options on your computer and make sure that it's in 'Always On' mode before you deliver a presentation. Doing this will prevent the presentation screen from turning to black unexpectedly while you are presenting.

Keeping the power option to 'Always On' will keep the screen the way you want it while the computer is idle.

To change sleep settings or create/modify a power plan on Windows 10 is very easy.

1. Right click the battery icon in the lower right area on your desktop.
2. Select 'Power Option' and click.



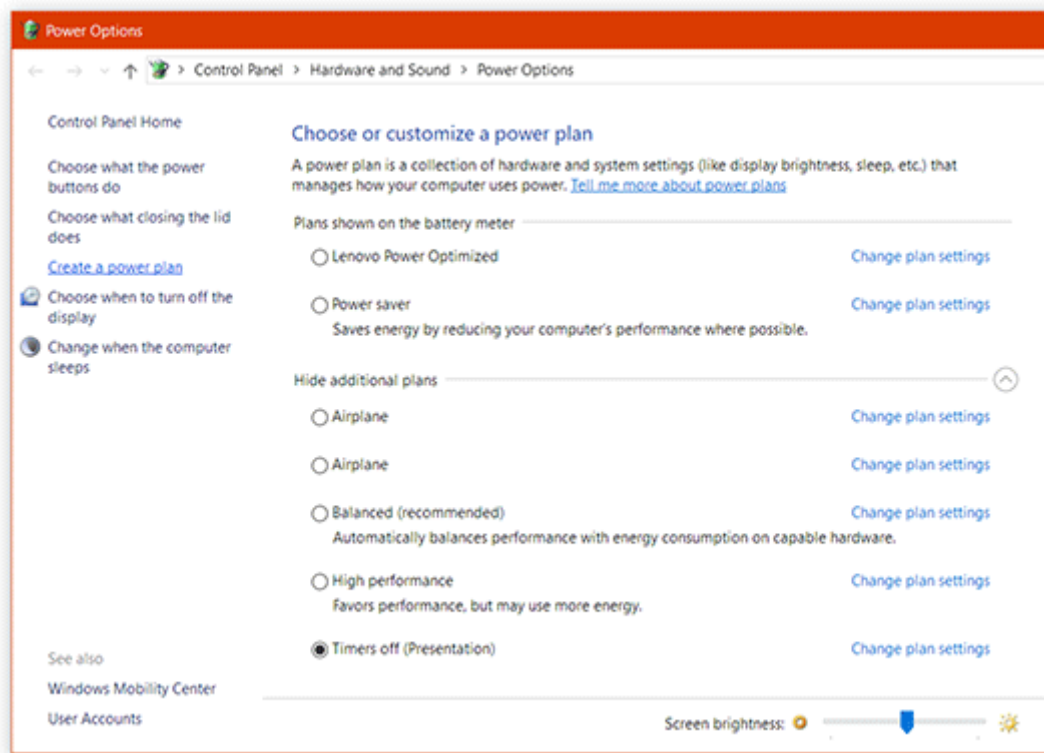
Picture 8.3

Selecting Power Options to modify the computer's Power Plan

3. A 'Choose or customize power plan' windows will appear.
4. Choose 'Timers off (Presentation)' plan or such, if any. Click 'change plan settings' on it's right and make sure all four of the drop-down menu are set to 'never'. Click 'Save changes'. Done.

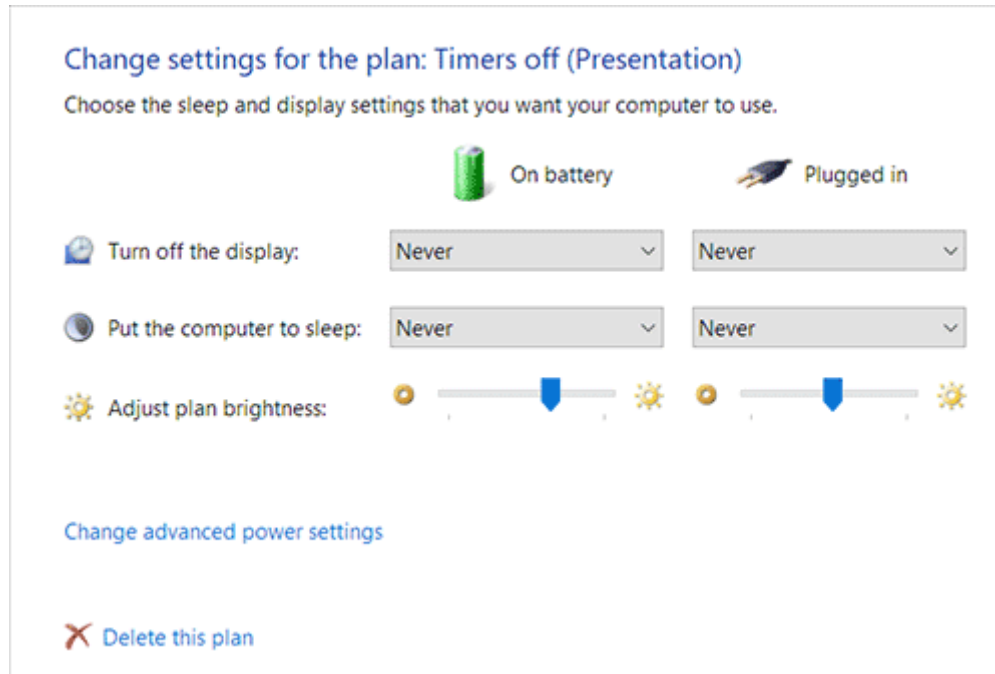
If there is no plan called 'Timers off (Presentation)', you can create your own Presentation Power Plan by:

5. On the left area in the 'Power Options' windows box, click 'Create a power plan'.
6. In 'Create a power plan' box, choose your preference Power Plan (I prefer High Performance) for the basis of this power plan.
7. Name this plan in 'Plan name', such as 'My Presentation Power Plan'. Click 'Next'.
8. In the 'Change settings for the plan: (your plan name)' box, make sure all four of the drop-down menus are set to 'never'. Click 'create'.



Picture 8.4

Choosing 'Timers off' or 'Create a power plan' in Power Options to make the power always on



Picture 8.5

Changing Power Plan settings to make the power always on

Alternatively, to reach the Power Options dialog box, just type in '**Sleep**' in your lower left Windows search (or press Windows + S) --> Click the '**Power & sleep settings**' --> Under 'Related Settings', click '**Additional power settings**'. From here you can start the how-to above from step number 3.

With other operating systems on your computer (such as iOS or Linux), make sure you find the way to set your Power Plan before doing a presentation.

Turn Off Online Notifications

When you're doing a presentation, imagine on-screen notifications popping up alerting you about incoming emails, a friend's chat, or an Outlook reminder about a meeting in the next few minutes.

No doubt this will interfere your presentation and your concentration, especially when you are delivering an important presentation to influential audience. That's why you should make sure to turn off all the online notifications. If necessary, close your email, chat software, social media, and disconnect the internet if it's not needed during your presentation.

Use the Right Image Resolution

Every computer and projector have different capabilities regarding image resolution. Images will look sharper with high resolution, but they use a lot of resources of your system. Depending on the capability of your system, if the slide resolution is too high to be displayed by the optimal resources in your laptop, it could look blurred instead of sharp, and the transformation between slides could be choked because it takes too many resources from your system to display your slide.

Sometimes high resolution can cause problems because the resolution in your laptop is not compatible with the projector you are using. This is common with older projectors. If this occurs, lower the resolution in your computer to a standard setting, to 1280 x 800, 1024 x 768, or even lower to 800 x 600. Decreasing the resolution will

indeed limit the working screen but if the quality is acceptable, it's more important that your presentation go off uninterrupted than having the highest resolution available.

Make sure that all your slides and videos can be displayed without interruptions.

Modern laptops or notebooks, and modern projectors, usually have high resolutions and often they should have no problem connecting to each other.

However, it is always a good thing to make sure that the resolution setting on your computer compatible with the projector. Contact the committee just to be sure. Better yet: make a brief 'instrument-compatibility check' before the presentation.

Projectors

A projector is the instrument you use for projecting your computer screen onto a big screen for the audience to view. Its sometimes called an 'LCD projector', 'projector' or an 'InFocus' in some areas of the world.

Check the Color Compatibility

If the slide that you want to use consists of many images with various colors, make sure that the projector will properly display the colors. What you see on the computer screen may be different from what appears on the projection screen.

Modern projectors should have no problem displaying the 32-bit color depth complexity of your modern computers. However, if the projector you will be using is quite old, most probably it only capable of projecting a 16-bit of color depth. So if your slide is displaying images in 32-bit color (as in modern computers) but projecting it through 16-bit projector, there will be spoilage in certain colors. For instance, the reddish color on your computer screen may appear yellow on the projector screen. In some cases, bright colors on your screen may look faded, blotchy or unclear on the projection screen.

By checking in advance, you can confirm whether the LCD projector is displaying the color as it should be, or it supports 32-bit color. Moreover, if there are washed-out colors with not enough contrast, too dark or too bright, you still have time to make a slight adjustment to your slides so that the displayed slide on the screen will be easy to read.

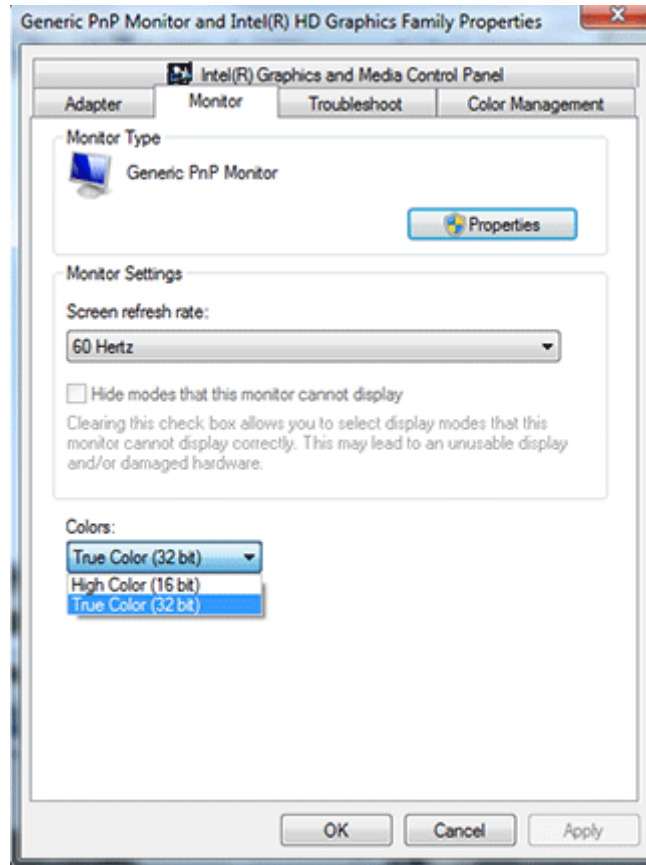
If you prepare the presentation slides in 32-bit color depth, make sure that the projector is capable of displaying them as well. If you are in doubt, for example, because you have to deliver a presentation in a remote area where the projector is likely to be old, it would be better to prepare the slides designed in 16-bit color system

just to be safe. But please be aware that 16-bit color depth is only supported by Windows 7 or older. For Windows 8 and newer, they support 32-bit color only.

For Windows 7, to change the color depth is easy. Before starting your PowerPoint and creating slides, first, you need to change your computer's color depth to 16-bit.

1. Right-click on an empty space on your desktop --> select **Screen Resolution** option to open the screen resolution settings for Windows.
2. When you click on the Advance Settings link, Windows will open the property window of your default Graphics Card.
3. Click on the **Monitor tab** in the Driver properties window and select the specific color depth (High Color 16-bit) from the drop-down control and click OK.

For operating system other than Windows 7, make sure you find the way to change the color depth of your system to 16-bit as well if you think it is probably going to be needed.



Picture 8.6
Changing color depth in Windows 7

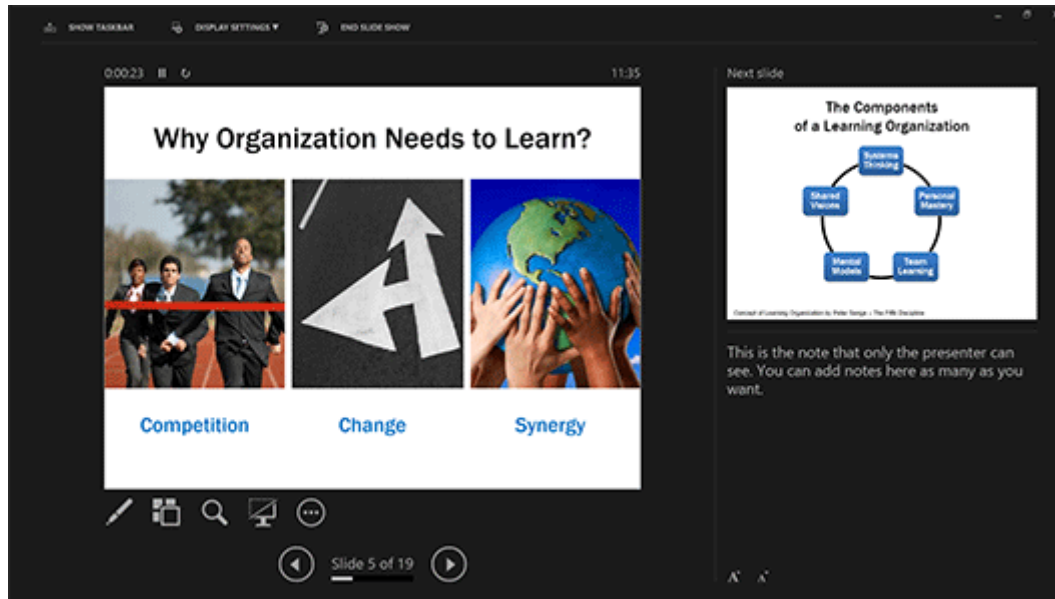
Screen Settings

After the computer or notebook is connected to the LCD projector, you can display different settings of the screen. The default setting is the image you see on the computer screen will be the same one shown on the screen. However, other settings can be set as well, such as the image can be arranged to appear only on the projector screen or just on the notebook screen. Alternatively, the projector can be arranged only to project images from PowerPoint—that means your desktop is not projected to the audience. This kind of setting is necessary when you need to look for a particular file on the computer, but you don't want the audience to see the entire content of your computer.

Using the 'Presenter View'

You can use the 'Presenter View' mode during your presentation. This mode allows you to privately see your current slide, your next slide and your presenter notes on one computer (your presentation laptop, for example).

If you're using PowerPoint 2013 or PowerPoint 2016, just connect the monitors, and PowerPoint will automatically set up Presenter View for you. You can see your notes as you present while the audience sees only your slides.

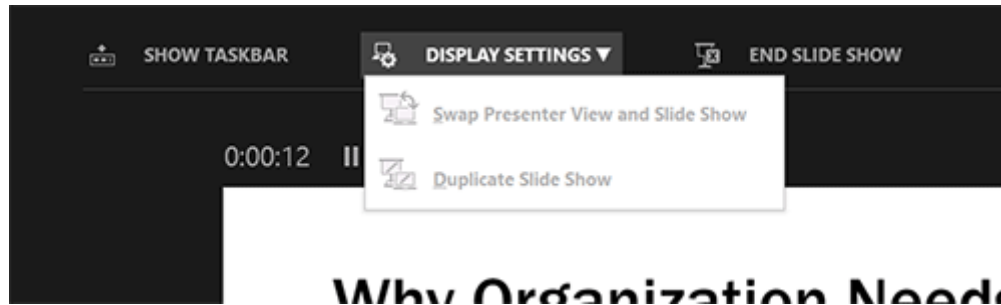


Picture 8.7

Presenter View mode as seen in the presenter's computer screen.

On the presenter screen, you can see the next slide and presenter notes on the right side of the screen. The timer, the current slide, and the presenter tools are on the left side.

If Presenter view appears on the wrong screen, you can swap the display quickly. To manually determine which screen shows your notes in Presenter view and which shows only the slides themselves, on the task bar at the top of Presenter view, select **Display Settings**, and then choose **Swap Presenter View and Slide Show**.



Picture 8.8

Swapping display in Presenter View

In the presenter monitor (yours) there are many tools at your disposal: highlighter tools, a laser pointer, a zoom-in mode, a showing all slides mode, make the screen blank, and a built-in timer that shows how long the presentation has been going on. The projector (or other monitors) only shows the current slide, note-free, for the audience to see.



Picture 8.9

In Presenter View mode, the audience will only see the note-free slide in the projection screen.

If you use another software for your presentation, make sure you know whether it has a presenter view mode you can use, or not.

One more thing. Not many people know that you can make the projector screen go blank and dark while you are delivering presentation, by pressing “**B**” on the keyboard. This shortcut is very helpful whenever you want to make the audience focus on you and on what you are saying, instead of to the projected slide.

Microphones

If you are using a microphone, make sure you know where the on and off button is and don't forget to test it to make sure it works well.

There are many kinds of microphones. Whenever you deliver a big presentation you will need a microphone that can be attached to your tie or on your shirt collar. This microphone is called Lavalier Microphone. It is almost like the microphone that you can hook around your neck so that the position of the microphone is precisely slightly under your mouth.

This kind of microphone is very convenient for presenters because you don't have to hold it with your hand so you can use both hands freely to make gestures so that the presentation will be more convincing.

If you must hold a microphone, then you can hold it with one hand and use the other hand to make gestures or to change slides.

Presenter Mice and Laser Pointers

Nowadays you can find many laser pointers which double as a wireless mouse to change slides in presentation. This instrument is handy when you have to give a presentation on stage, far from the computer. Therefore, you don't need any assistance to click on the computer, and you can make sure that the slide will change precisely when you want. Many times the presenter and his or her assistants are out of sync, and this will disrupt the presentation flow.



Picture 8.10

A 'Presenter Mouse' for changing slide several meters away

If you do presentations often, I recommend you buy this instrument so you will be familiar with this instrument whenever you have to deliver a presentation.

Teleprompters

Newsreaders or state speakers often use a teleprompter to read what they have to say while their eyes are looking at the camera. Newsreaders use teleprompters connected to a camera while they are delivering the news. Their eyes seem to look at the audience, but they are actually reading text from the teleprompter screen.



Picture 8.11

A teleprompter is used by television newsreader to read text



Picture 8.12

A teleprompter being used by a newsreader¹

¹ Photo by Paolo Margari, from wikipedia.org, Creative Commons Share-Alike 2.0 license.



Picture 8.13

A presidential teleprompter whose text can only be seen from the speaker's side, while it looks transparent from the other side.

A Teleprompter is frequently used in speeches as well. If you use a teleprompter, make sure the speed of text movements is comfortable for you to read on while speaking, so you don't talk too fast following the teleprompter, or too slow. Set the speed within your comfort zone, according to the rate of your speech while speaking naturally.

Good knowledge of presentation tools will save the presenter whenever unexpected situations related to technical equipment arise.

9

| DEALING WITH ANXIETY

9

DEALING WITH ANXIETY

When delivering a presentation, often we feel afraid or anxious. We are worried that we won't be able to deliver the presentation well enough or worry about forgetting about what we have to say. This anxiety will manifest physically in many forms, such as sweating hands, trembling feet, or an unconvincing voice.

What are the secrets of killer presenters that make them able to appear so calm, relaxed, yet mesmerize the audience? I will explain this next.

It's Natural to Be Anxious

Just about anyone, if he or she is not used to giving a presentation or speaking in public, will experience anxiety. Similarly, even if a presenter is an already experienced public speaker and has excellent presentation skills, will still experience anxiety anytime he or she must give a presentation to an unfamiliar audience. It also happens when a presenter has to give a presentation about a specific topic which he or she does not like or haven't mastered it yet, the presenter will feel anxious too.

In varying degrees, everyone does feel anxious and nervous before or during their presentation. So, don't worry about it, because anxiety is very natural. It's natural, so you need to deal with those feeling naturally. Do not let those feelings give you a hard time in speaking or thinking. Don't let them defeat you—their master—and make you fail to deliver your presentation.

It's very natural for anyone to feel anxious prior to giving a presentation. Therefore, deal with those feelings naturally.

Even Great Presenters Feel Nervous

Feeling nervous is natural. Even any great presenter has the experience of being nervous when he or she has to speak in public. However, they can accept their anxiety

and overcome it. By practicing regularly, nervousness and anxiety will be greatly reduced.

Nervousness does cause stage fright in giving presentation. According to Tom Antion, the writer of “Wake ‘em Up Presentations”, stage fright usually occurs just moments before delivering a presentation. However, once he or she comes on stage, the nervousness will become less and less, then disappears.

Stage fright could manifest through these symptoms:

- Dry mouth
- Clogged-throat sensation
- Sweating hands
- Cold hands
- Trembling hands
- Faster heartbeat
- Trembling knees
- Other physical manifestations

If you have one of those signs before a presentation, it’s an indication that you are experiencing stage fright. Stay calm, act positively toward the audience. Just continue your presentation, and those feeling will disappear.

The Positive Side of Stage Fright

The negative side of stage fright, of course, are the feelings of nervousness and uncertainty. However, stage fright has its positive side as well. You will become more conscious and aware of your body movements and gestures and you will focus more on the material you are about to deliver.

Fear is your friend. It sharpens your reflexes, increases your energy, and gives extra alertness to your eyes and attention.

If you are nervous while presenting in public, just ignore it. Keep your attention fixed on your presentation material and think about the best way you can help the audience understand better.

Just ignore your nervousness if you are afraid. Don't shift your attention to your fear, anxiety, or to your efforts towards calming yourself. Doing this will make your nervousness overcome your concentration.

Eliminating Nervousness

The nervousness before giving a presentation could be eliminated by mentally visualizing positive things before presentation. The followings are several options that you can do:

- Visualize that your audience is enjoying your performance. They look at your presentation with enthusiasm, listen to you attentively and give you applause.
- Visualize how remarkable your presentation will be.
- Imagine that the audience are your close friends who you talk and joke with often.
- Remember the happy and beautiful moments you have had in the past.

When you start to feel nervous moments before you start your presentation, just do one or more of the above.

Additionally, some presenters conquer their nervousness with the following methods:

- Pray
Ask for God's help to give you comfort while speaking. A sincere prayer with pure intention will help you to do the presentation well.
- Meditate
Before you start, you just need to be calm and at peace for a moment. Close your eyes and inhale deeply then exhale slowly. It is a simple way to make your body more relaxed and able to overcome nervousness and anxiety.

The Key to Success: Be Well-Prepared

How to significantly reduce anxiety, or make it disappear completely? The answer is to be prepared because well-preparedness is the key to success.

Of course, not everyone who takes careful preparation will succeed but all great presenters meticulously prepare for their presentations and have checked and tested everything before their actual performance. Thus, they deserve to achieve success in their presentations.

Be sure to prepare everything thoroughly for every presentation you have to deliver.

- Prepare all your speech material well.
- In particular, carefully prepare the best opening sentences possible.
- Practice and rehearse in front of your friends.
- Anticipate difficult questions by predicting the type of questions that may arise during the presentation. Also, of course, the answers.
- Practice, practice, practice. Before the presentation day, practice in front of the mirror, in the shower, or anywhere else available.

Making Friends with Anxiety

Based on my personal experience, sometimes stage fright doesn't really disappear although everything has been prepared very well. Perhaps we are already well prepared for a big presentation, or a public speaking session. We might feel calm and confident of what we are about to deliver. Even the small notes, mind map or bullet list about the important points of the material are already prepared.

But somehow, a few seconds before the presentation, the stage fright rises unexpectedly; the heart beats faster, and the hands start to sweat and there is a sense of doubt about whether you can deliver the presentation well or not.

Therefore, we need to be friends with anxiety. Don't be afraid or worry when it happens. Our job is to prepare well, and we have done so keep calm and convince yourself that you can do well. Stage fright will not be that bad if you are well-prepared. It can even help you to present better.

Stage fright is a kind of energy within us waiting to be released. The only way to deal with it is to release it on stage.

In fact, on the contrary, if you have no stage fright at all, it is not necessarily a good sign. This could be an indicator that you have become too familiar with the material. In this case, it would be better to make a variation in the way of presenting or delivering the material.

When you have no stage fright at all, be aware that you may reach to the point where you have to make sure that your presentation materials have not become a tedious, boring routine for you, like a teacher or lecturer who has been teaching the same material for many years. Its become so monotonous and tiresome for them that they will not present their material well and their students will suffer as a result.

“Actually, having a little stage fright is a good sign.”

–Muhammad Noer.

10

| YOU ARE THE STAR!

10

YOU ARE THE STAR!

The Presentation = Your Very Own Show.

Just like speeches, lectures, musical or theatrical performances, a presentation is basically a public communication. That is precisely why the vocal power and the ability to use the proper and accurate bodily gestures are very important for the success of your show.

Good Vocals

What does a good voice signify? Does it mean that a beautiful, melodious voice like a singer is necessary to make your presentation successful?

NO. A BEAUTIFUL VOICE IS NOT NECESSARY. But, you still learn from singers, radio broadcasters or television presenters about their vocal strengths and voice intonations.

Speak CLEARLY

Your voice must be clearly heard by the audience in the back. If you use a microphone during a presentation, this is easy. Just make sure the sound coming out from the loudspeakers is not too loud because it would be uncomfortable for the audience's ears.

If you are speaking without a microphone, then make sure that your voice is loud enough to be heard clearly by the entire audience. A clear sound is important, because if they could not hear you clearly, they will not pay attention to you. They will hinder your presentation and talk among themselves.

Note that public speakers, television presenters or those who often appear on media, speak clearly and with coherent words, precise intonation, and use simple language which their audience can understand.

Be Enthusiastic!

You should have enthusiasm and show it through your presentation, so your performance will energize the audience. Show your passion for helping the audience because you want to help them understand so show your energy to help and influence others.

Remember that enthusiasm is contagious. When you speak with energy, the audience will listen to you enthusiastically, too.

Your voice doesn't have to be loud, but it should have power and strength because it's not the volume of your voice that will take the audience's attention, but rather how every word is pronounced and heard clearly, strongly and authoritatively.

The simplest way to do this is by presenting with enthusiasm. This enthusiasm usually occurs when you are passionate and really like the topic you are about to deliver. Consequently, your voice will sound happy, friendly, convincing and authoritative. Otherwise, if you are not sure with your presentation, your voice will automatically sound monotonous, discouraging, boring, and the people will easily lose interest and fall asleep.

Variation

A monotonous presenter whose voice is tedious and boring will make the audience feel sleepy. Therefore, you need to give a little variation on your voice. Sometimes you may have to speak at a slow pace to emphasize a particular word or sentence but

there are moments when you should talk a little faster to show enthusiasm and your dynamic spirit.

Sometimes you need to speak louder to highlight something important. However, when a solemn atmosphere is necessary, you can talk a little softer.

You don't even have to speak all the time. Make a short pause occasionally. These short rests allow the audience to think and ponder.

Many great presenters really utilize these brief stops. They make a short pause just before delivering an important point. With this, a dramatic effect is created, and at the same time it makes the delivered message sound more powerful and stick in the audience's mind, becoming easier to remember.

Do NOT mumble

Mumbling is one of the most frequent problems that many presenters have. Mumbling is to speak an indistinct word at pause time, such as: "hmmm..." or "aaaa...".

Mumbling usually occurs when we are thinking while speaking. Try to listen to your voice recording when you were giving presentation. If you hear only mumbling once or twice in 30 minutes, indeed it's not a problem. However, if mumbling occurs five times in every minute, this will be a problem instead. Imagine in 30 minutes of presentation, the audience will hear 150 times of your mumbling.

Mumbling, aside from lessening the presenter's credibility, it will surely cause boredom to your audience.

Now, how to overcome this common problem?

First, ***be aware that you mumble often***. With this awareness, although you might still mumble by saying 'mmmmmm...' or 'aaaaaaaa...', but at least you know that you should not do it.

Second, ***prepare the presentation well***. Mumbling happens because you are thinking. If you have prepared your presentation very well and you are 100% ready, your mumbling will become so much less. You don't have to think what word you will say next. You only need to pay attention to each of your slides prior to showing them and select the right sentences carefully to start with every slide before the actual presentation.

Third, ***think silently***. Change the mumbling into silence. Instead of saying 'hmmm' which has no meaning, make a pause. Be silent for a while. It will create a dramatic effect and strengthen the words as well.

Fourth, ***ask your friend's assistance***. Ask your trusted friend, office colleague or your team to count how many times you mumble during a speech or presentation. Then make a target to cut down the number of your mumbling, until it disappears completely.

World Class Speaking Techniques

What do Obama, Al Gore, and Steve Jobs share in common? They are among the many great public speakers who deliver inspiring speeches and use certain techniques to deliver their presentations to fascinate their audience.

You can be like them. The following are the secrets of world-class speakers that you can apply in your presentation.

The Rule of Three

Since very long time, speech writers have known the secret behind “The Rule of Three”. This technique simply divides the main idea into three parts. Steve Jobs frequently used this technique in all his presentations by saying, “*Today, I want to talk about three things.*” Then he would start to explain part by part. This way the audience understands clearly and remembers well every part of it.

Grouping ideas in three sections always gives its own strength over other numbers. Two are often considered too few and unattractive, while four or more are considered too much to remember.

Use this technique and discover how your message becomes more powerful in front of the audience.

Anaphora

Anaphora is doing a repetition of a word (or a group of words) in several consecutive sentences. The purpose of this repetition is to emphasize a particular message the audience will remember. In combination with the right tone of voice, anaphora will create a dramatic effect, especially toward the end of the presentation.

An example of a very famous anaphora is the one from Martin Luther King's speech when he repeated eight times the phrase of "*I have a dream*". These are the quotations:

"Let us not wallow in the valley of despair, I say to you today, my friends.

And so even though we face the difficulties of today and tomorrow, I still have a dream. It is a dream deeply rooted in the American dream.

I have a dream that one day this nation will rise up and live out the true meaning of its creed: "We hold these truths to be self-evident, that all men are created equal."

I have a dream that one day on the red hills of Georgia, the sons of former slaves and the sons of former slave owners will be able to sit down together at the table of brotherhood.

I have a dream that one day even the state of Mississippi, a state sweltering with the heat of injustice, sweltering with the heat of oppression, will be transformed into an oasis of freedom and justice.

I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character.

I have a dream today!

I have a dream that one day, down in Alabama, with its vicious racists, with its governor having his lips dripping with the words of "interposition" and "nullification"—one day right there in Alabama little black boys and black girls will be able to join hands with little white boys and white girls as sisters and brothers.

I have a dream today!

I have a dream that one day every valley shall be exalted, and every hill and mountain shall be made low, the rough places will be made plain, and the crooked places will be made straight; "and the glory of the Lord shall be revealed, and all flesh shall see it together."

When delivering a presentation, try to convey your most important message in one or a couple of words. Pick the best moment for delivering the message. Practice the

words or phrases using several sentences before the actual presentation. You will undoubtedly present a compelling anaphora that will impress your audience.

Hyperbole

The term hyperbole is known as an act of exaggeration on something to highlight a point. You might remember certain examples given when you were still at school, such as:

The house is as big as a hundred-room castle

Although the house is big, there is small possibility to be as big as a castle with hundreds of rooms.

His thunderous voice burst my ears

It is very unlikely that a person with the loudest voice in the world could damage your ears with his or her voice.

Use this technique carefully to emphasize only the important points. The right hyperbole technique will generate a dramatic effect in your presentation.

Here are examples of sentences to help your imagination:

Today I will reveal a secret that could change your world.

Perhaps the message you put across would not change anybody's world, but it could considerably make a difference.

I will introduce you a revolutionary product that is one of the greatest discoveries of this century.

One of the great discoveries of the century is something that has been widely-spoken before but you could use the same sentence to show that your revolutionary product has its own advantages compared to other products.

Transition Between Parts

In a presentation, you have to move from one thought to the next. Therefore, you need something to mark the transitions between parts. These transitions help the audience to know in which part they are now.

When reading a book, we could easily find the transition mark from the title of the chapter, subtitles, and others. However, in a speech or presentation, this transition mark is not that easily recognized by the audience.

In this case, you can make transition marks by changing the tone of your voice momentarily to emphasize or be silent for a while. Alternatively, you can create a slide that indicates the transition to the next part.



Picture 10.1

An example of a slide used as a transition between presentation sections

Eye Contact

Eye contact is very important. We use our eyes to see and to give attention. When you make good eye contact, the audience will immediately feel as if they are close to you. Eye contact gives the impression that you are friendly, attentive, and care about their understanding of the topic, instead of merely giving them presentation for your sake only.

You should look—really look—at your audience while you are going on stage. If you have a large audience of hundreds of people, you should divide your attention by occasionally scanning to your audience at your left, in the middle and at your right-hand side.

Eye contact should last for a few seconds and try to maintain the eye contact nicely. For each section of the audience, select a few representative people from every section of the audience that you want to make eye contact with, because it is impossible for you to make eye contact to the whole audience.

Turning your back on the audience is one thing you should never do. When you have the notes on the slide that you are presenting, make sure you only glance at the notes or the slide that is being displayed. Don't ever give your back to your audience or act as if you are talking to the screen. Talk to your listeners.

Presentation Gestures

Everything you are showing in any presentation—whether your tone of voice, the slides, or your gesture and body language—are considered ways of communication.

Therefore, good gestures are very important. Consequently, you should avoid all kinds of body languages that are counterproductive to your presentation.

Body language is the natural state of your body and it does not lie.

If you feel nervous, anxious or unsure, these will manifest in your gestures and body language. On the other hand, if you are confident and enjoy delivering your presentation, your body language will show it.

Therefore, the first step in displaying positive body language is to have self-confidence, especially when you are giving presentation.

Negative Body Language

You might have noticed people who cross their legs, put their hands in their pockets, or hide their hands behind their backs. These are examples of inappropriate gestures that you should avoid during a presentation.

Hands Inside the Pockets

Putting your hands inside your pockets indicates that you are not genuinely open to the other party. It looks like as if you are hiding something. This posture appears naturally if you are unsure of what you are saying. You should avoid this gesture. Take out your hands immediately every time you realize that your hands are inside your trouser pockets.

Hands Behind Your Back

This posture gives the same impression as putting your hands inside the pockets. You will look reserved to your audience.

Unbalanced Stance by Leaning on One Leg

Sometimes you might find a presenter deliver his presentation by leaning on one leg and letting the other leg relaxed. This slouching posture is unattractive and it gives the impression that he or she is lazy and not taking himself or herself seriously.

Scratching Nose or Head

Presenters often make negative gesture repeatedly by scratching their nose or head, which occurs when one lacks confidence. If you have this kind of habit, you should stop right away, especially when you are delivering a presentation.

Positive Gesture

Now that you know what kind of gestures that you should avoid, let me explain how to display positive body language.

Try to practice this in front of a full-body mirror. Alternatively, even better: record yourself doing the presentation and evaluate how you present yourself.

Stand up Straight, But relaxed

When you are self-confident and self-assured, you will stand up straight and steady, yet quite relaxed at the same time. Feet should be apart properly, not too far but not too close. Both hands relaxed on your side. You can occasionally give gestures with your hands to emphasize a point, or to direct your audience's attention towards something interesting. Your chest should be up and your head held high and confident but without arrogance.

Gesture with Your Hand Appropriately

If you notice, great presenters utilize their body language in conveying their message. For example, they will use their hands as if they are holding a big circle to explain something big and will move their hands upwards to illustrate growth or progression. These are gestures you can learn to strengthen your presentation.

Imagine when you have visual slides, a strong voice, and good gestures for emphasis, it will be easy for your audience to listen to your presentation, and remembering it well. Apart from slides and words, good gestures give additional power to your presentation.

Smile

A natural, sincere smile adds power to your presentation but don't force your smile, as it should look naturally, showing that you are confident. A smile is like a perfume. It will spread naturally to your audience.

A good gesture along with words, tone of your voice and slides, *will* give additional power to the conveyed message.

Practicing Your Presentation through Repetition

Practice makes perfect. Whenever you want to deliver an important presentation, you should practice and rehearse before performing the actual presentation. You can practice in front of the mirror or call your friends to come to see your rehearsal and give you their feedbacks as necessary.

Steve Jobs rehearsed quite frequently before doing his actual presentation. For us, his presentations always looked exceptional and smooth. However, he had spent

considerable time practicing and rehearsing over and over until he was sure that every part of his presentation ran smoothly and perfectly.

Practice in Front of a Mirror

Stand in front of a mirror and deliver your presentation material. Use proper intonation and proper volume of your voice, as if you were delivering your actual presentation. Practice your opening speech and your transition from one sentence to another, as well as the transition from a slide to the next one.

This kind of practice will help you find any odd-spoken words, if any. Apart from that, you would be able to discover if there was something not right with the transition between slides. In this case, revise your presentation. Find better words to fill in the transition.

Practice in Front of Your Friends

Practice your presentation in front of your friends is a very good way to prepare for your presentation and be as perfect as possible. Invite them to see your presentation. Ask them to pay attention and to give advice or alternative ideas for you in conveying your message, whenever needed. Then deliver your presentation to them, as if you were on stage.

Let your friends ask any questions they want regarding the presentation material so you can practice how to answer them as well. This way you can review your presentation from the audience's point of view. You can learn to understand what the audience would think and ask them when they hear your explanation.

Do this so you can make the necessary corrections during the confusing parts of your presentation. Study the questions that might arise during the rehearsal presentation and prepare your best to answer them.

Record Your Presentation Rehearsals

Recording your performance is one of the best methods to improve the quality of your presentation over time. This method really helps when you want to see the small things you might have done unconsciously in your presentation. You might pick up a place where you mumbled or where you accidentally turned your back to your audience or spoke incoherently, for example.

Make a note of your mistakes or bad habits during your presentation and correct them for the next occasion. This way, you will always be practicing to be a better presenter each time.

Rehearsal

After several attempts, try to rehearse your presentation in front of a small audience. Ask yourself: Does every slide have the right words or sentences? Can the audience understand the content of your presentation? Are you comfortable with the words and the transition between slides and the opening and the closings that you have selected? You should also determine your chosen sentences for each transition slide as well.

If you are going to deliver a critical presentation, you may need to rehearse several times. Make sure that you are confident with all the presentation material you choose, and the way you will present it. Great presenters will rehearse many times until they can be sure that the audience will witness an absolute killer presentation on stage.

Before you perform the actual presentation, rehearse several times. Do it as if you were giving the actual presentation in front of your audience. Thoughtfully select and use your intonation, gestures, and the unity of your whole bodily communication and material that you will use later in your actual presentation.

If you do this correctly, you will experience everything that you have visualized before in your actual presentation.

“Good rehearsal will always make you more relaxed and confident in the actual presentation.”

—Muhammad Noer

11

| PERFORMING A KILLER PRESENTATION

GIVING A KILLER PRESENTATION

You have prepared everything: an attention-grabbing opening, visually-attractive slides, and an impressive closing. Now, it's time to perform.

Before that, I will explain several final preparation tips before you give your presentation.

Some Simple—but Important—Tips

I have things that I always do before any of my presentation session. I think you should do these too.

Come Early

Being early gives you plenty of opportunities to familiarize yourself with the atmosphere and the venue. You can check all of the equipment and you can check which spot is the best to stand during the presentation.

Go to the Restroom

Nothing is more annoying for a presenter onstage other than the emergence of a 'nature call'. Therefore, go to the restroom before the presentation. Make yourself comfortable, so you are relaxed and ready to give a presentation. Don't let yourself holding back the urge of wanting to relieve yourself during the presentation.

Check the Equipment

By being early, you will have time to check the equipment for the presentation. Make sure the LCD projector works and can display the colors accurately. Check whether the presenter's mouse or the wireless remote works correctly when changing slides.

Check the microphone and the batteries. They should be ready to transmit the best your voice has to offer.

Delivering the Presentation

The final things that you should remember before delivering a presentation are:

The First Impression

The first impression often greatly determines the audience's perception of yourself and consequently, the material you deliver. In this regard, present your first impression as best as possible, but naturally. Make the audience comfortable by the clothes you wear and your small talk before the presentation. This will affect audience's first impression on you and if the first impression is positive, then your task as the presenter will become a lot easier.

Credibility

Everyone has a certain credibility. If you are known as an economist and will talk about your country's economic growth, you will undoubtedly be recognized as a credible speaker. People will be wondering on your credibility instead if you intend to talk about a topic that you are not yet recognized as an expert on the field. You can only gain your credibility after the audience listens to you. They will only accept you as a competent speaker for the material after you prove that.

Start with Something Intriguing

As we have explained previously in presentation opening: start with an opening that you have prepared thoroughly. Make the audience intrigued, or even surprised, by your opening sentences thus drawing their attention to hear the rest of your presentation.

Closing with Something to Believe In

At the end of the presentation, use a convincing and memorable closing. Doing this will not be difficult if you have done a thorough preparation. A good closing will leave a powerful message in the audience's mind.

Dealing with Questions

Usually, a presentation session is followed by a question and answer session. In this, it is vital to listen to every question carefully. Make sure you understand the question and rephrase it if necessary.

Sometimes a presenter is too eager to respond because he or she is already thinking about the answer while the audience is still asking and so he doesn't really pay attention to the question. So you should really listen attentively to understand the question.

After you understand the question (confirm if necessary), then you know how to respond. Reap from the answering questions preparation session that you have practiced with your friends before.

Sometimes a question is not easy to answer. You may need to think and pause before giving your answer. For that, there is a simple trick you can use. Before you answer, try to rephrase the question with your own language. Repeat the question as if to make sure what the questioner is asking. You will get a little time to think before you put your view across.

Afterward, if you still need time to think, pause for a while. See which best way to answer it, before conveying your view on the question.

Case Study: My Presentation at TEDx Jakarta

I was fortunate to have had the opportunity to speak at TEDx Jakarta as I was preparing this book. TEDx is a local independent community under the license of TED.com. TEDx Jakarta is one of the local communities that features many Indonesian inspirational speakers.

Preparing and giving a presentation at TEDx Jakarta gave me an excellent opportunity to practice and test my skills; especially my short presentations. A speaker at TED or TEDx is given only 18 minutes for a long presentation session and 5 minutes for a shorter one.

Let's start with a case study showing the steps of how I prepared for the TED presentation from the beginning until I delivered it in front of the TEDx audience. You will see how I use the principles described in this book for preparing the presentation.

A. Exploring Ideas

At TEDx Jakarta presentation, I was given only 5 minutes to speak in public. My topic was "speed reading"; one of my expertise.

In exploring the idea, I tried to examine carefully the following: from what angle I could bring up the topic of "speed reading", what angle would pique the interest of my audience, and what angle could help them understand "speed reading".

I summarized the presentation in the following structure.

Title: "Speed Reading to Change Your World".

I chose this title to capture the audience's imagination with the idea that the ability to read faster via "speed reading" would change the way they learn and master information and become a more productive person.

Approach: Create a question for the audience: How many books have you read? and close the presentation with the same narrative. Then make a short demonstration to prove that anyone can read much faster than his or her current ability.

I used a similar technique used by Mark Bezos in his presentation at TED.com when he was telling his story about his first experience as a volunteer firefighter. Mark opened and ended his presentation with the same narrative: “save the shoes”. It was to highlight that in being a hero you don’t have to do something big all the time. You can be a hero by saving the shoes of other people who were caught in a firebreak.

B. Designing Draft for Each Slide

TEDx Jakarta had a critical audience and I had 5 minutes, so for efficiency sake, I designed slides that would both explain the simplicity of ‘speed reading’ and serve as visual tools during the presentation.

The slide’s arrangement:

1. **Title Slide**
2. **The Opening:** How many books do you read in a year?
3. **Fact:** Number of books read by adults in the United States.
4. **Problem:** Why people tend to be lazy in reading books?
5. **Comparison:** For most people, the average reading speed is still the same as the elementary school children.

6. **Simulation:** How do people read
7. **Fact:** Humans able to read faster
8. **Tips 1:** Don't make any sound
9. **Tips 2:** Simulate how the speed reading process is being done
10. **Analogy:** Speed reading is like having two processors at once.
11. **Benefit:** The benefit of speed reading for various professions.
12. **Closing:** Close the presentation with the speed reading story: you can read a lot more books than anyone else.

Note: 12 slides are more than enough for a 5 minute presentation.

C. Combining Visual and Verbal Communications



To combine visual and verbal communications, I created a keyword and a key sentence for each slide. These keywords and sentences contained the core message that I intended to put across. Although these words and phrases were not always the same ones I used in the actual presentation, I did this to choose a particular angle for every slide to emphasize the idea I intended to convey.

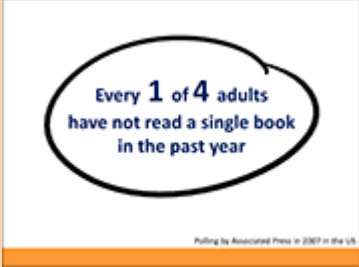

The next several pages confirm the sequence of slides I created with the accompanying verbal sentences. Note that every slide is very brief and straightforward, and I will develop the narration.



A presentation is a combined visual and verbal communication. With visualization, we help the audience to gain a complete and clear picture of an idea. With verbalization, we explain so that the essential message of the visual communication will be understandable and easy to remember.


By using a brief, simple slide with compelling images, I want the audience to remember the content of my presentation.


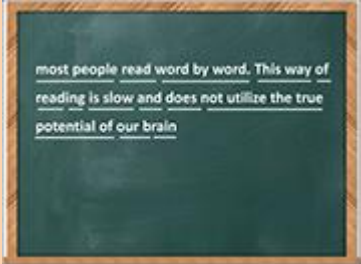
D. Planning the Presentation Structure: Slide – Spoken Verbal Sentences –Explanation

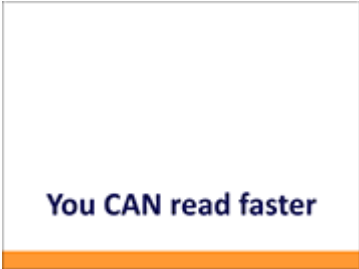

Slide	Spoken Verbal Sentences	Explanation
	<p><i>"Assalamualaikum.</i></p> <p>How are you TEDxJakarta?</p> <p>This afternoon, together we will see how speed reading could change your life."</p>	<p>To strengthen the topic, I used a full image for the slide title. Choose the image's dominant color compatible with the template of your slides.</p> <p>Greetings and introduction of the title should be done at the beginning.</p>
	<p>"I'd like to ask you one question. How many books did you read last year?</p> <p>Your answer may vary. One book? Two books? Or probably none?"</p>	<p>The opening slide. It shows a question to encourage the audience to think. From the many options for opening my presentation, I preferred to ask a question.</p> <p>The image showing a stack of books strengthens the question.</p>



Slide	Spoken Verbal Sentences	Explanation
	<p>“A study in the United States reveals that 1 out of 4 adults did not read even one book in the last year.</p> <p>I repeat: did not read, even one book, in the last year.</p> <p>So how about Indonesia?</p> <p>You tell me.”</p>	<p>Fact description: This data is not widely known and calls attention to the importance of increasing the number of books we read.</p> <p>Facts kickstart the audience’s curiosity to think and ponder.</p>
	<p>“This raises a question: why do most people not like reading books? Why do some people become sleepy right after reading the first several pages? Is it because they aren’t motivated, don’t have any time, or are there other reasons?</p> <p>One of the main reasons, which may surprise you, is that we are slow readers.</p> <p>Yes. reading too slowly, makes it difficult for us to finish even one book.</p> <p>Look at the number of books you have on your bookshelf and compare it to the number you have read.”</p>	<p>The slide uses a full image to strengthen the message that most people who don’t like to read are in fact slow readers.</p> <p>Note again I ask a question and give the answer.</p> <p>This Q & A model is to involve the audience, indirectly making them feel that we share this problem together.</p>


Slide	Spoken Verbal Sentences	Explanation
 <p>The slide contains the following text and image:</p> <p>What is the average reading speed?</p> <p>200 words per minutes =  Elementary School Children</p>	<p>“Do you know the average reading speed of most people? Have you ever measure your reading speed?</p> <p>Most adults can read 200 words per minute, meaning you can read one page in 2 minutes. If you read a 100 page book, you would need 3.5 hours to finish it without interruption.</p> <p>This is the same reading speed of elementary school children.</p> <p>Imagine the irony: you are in the information age yet you read at speed of a fifth grader</p> <p>This is not because to keep up in the information age our ability to read and process information is imperative!</p>	<p>This slide compares the average reading speed in adults to an elementary school student.</p> <p>A school children image is used to make the association stronger.</p> <p>When you are making a comparison, make sure it’s understandable and captures the imagination of the audience.</p> <p>In the context of this presentation, many people have no clue whether 200 words per minute is considered fast or slow. So I had to make a further comparison to make the audience reflect</p>


Slide	Spoken Verbal Sentences	Explanation
	<p>“Actually You can read much faster than you are now because your brain can process the information at a higher speed, thus reading much faster should not pose a problem.</p> <p>But how can we read faster?”</p>	<p>This is a transition slide to lead the audience to the next part of presentation.</p> <p>This kind of slide is good for a pause to switch the audience’s focus from the slides back to you.</p>
	<p>“First, try not to make any sounds while reading because using your voice or moving your lips limits your reading speed to the same speed as somebody who is talking; and that is very slow.”</p>	<p>Using only a few words, a big number and a strong image will make this tip a memorable one.</p> <p>I have chosen this image because it is visually strong and it is uncommon to see a picture of a person whose mouth is ducttaped. This strong image will make the audience remember this first tip.</p>

Slide	Spoken Verbal Sentences	Explanation
	<p>“Second, do not read word by word.”</p>	<p>The second tip is similar to the last slide. It uses a relevant image advising the audience to avoid reading word by word.</p> <p>Note that these two slides are aligned to the right.</p>
	<p>“Most people do this when they are reading. (simulating reading word by word). Their eyes stop on every word, then move to the next word, and then continue. This slows your reading speed.”</p>	<p>This slide simulates the movement of our eyes when we read word for word.</p> <p>In the actual slide, there is an animation which illustrates how it works.</p> <p>Although this could be explained verbally, the easiest way to explain the process of eye movement is to demonstrate it. That is why I use this animation.</p>

Slide	Spoken Verbal Sentences	Explanation
	<p>“I want to show you that you can actually read twice as fast and prove to you that you have great potential you are not aware of.”</p>	<p>This transition slide aims to guide the audience to prepare mentally for the next reading simulation.</p> <p>This slide functions as a pause, because I intend to do a little demonstration afterwards.</p>
	<p>“Try to concentrate for a moment and read the following text.</p> <p>[A simulation of text that moves fast]</p> <p>Do you feel the difference?</p> <p>Could you understand what you were reading?</p> <p>You have just practiced how to do speed reading.</p> <p>You have read several words simultaneously at one time resulting in a faster reading rate.”</p>	<p>This simulation is to prove that everyone can read faster. This slide contains the text of 2 to 4 words that appear and change quickly.</p> <p>In the actual slide, there is an animation that demonstrates this.</p> <p>This demonstration is proof that my audience can read faster but I need to to prove it first.</p>

Slide	Spoken Verbal Sentences	Explanation
 <p>Pernahkah Anda memperhatikan seorang bayi belajar berjalan? Dengan berlutut yang dimungkahi, ia melangkahkan kaki selangkah demi selangkah. Namun apa hendak dikata bayi tersebut jatuh serungkur. Tapi, ia pantang menyerah. Serungkur satu kali, dua kali, bahkan puluhan kali tidak membuatnya jera untuk terus melangkah dan melangkah. Akhirnya, dalam waktu yang relatif singkat sang bayi sudah dapat berjalan sendiri.</p> <p>Rapamamakah bayi tersebut bisa belajar berjalan dengan sukses? Pertanyaan ini cukup menarik untuk dijawab. Seorang bayi tidak pernah dimotivasi oleh orang tua agar ia bisa saja untuk belajar berdiri tegak, merajai keseimbangan, atau memarahinya berjalan gelatah-pelatah supaya tidak jatuh. Tidak, sekali-kali tidak. Bayi tidak pernah diberi hukuman macam-macam. Padahal berjalan adalah suatu kegiatan kompleks yang mengakan gabungan dari koordinasi gerak tubuh, keseimbangan dan ketahanan. Bayi itu ternyata berhasil melakukan tugas sulit tersebut tanpa mendapatkan hukuman belaka yang dibutuhkan.</p>	<p>“This is all the text that you have just read. Quite a lot isn’t?</p> <p>And I am sure that most of you have read it well.”</p>	<p>This slide shows the audience the text that they have just read. To make them realize that they have just read so many words in a faster speed.</p>
	<p>“You have just doubled your reading speed.”</p> <p>Imagine, how this simple practice can benefit you in the information age!</p> <p>It is like using two processors to process information, while others use only one.</p> <p>Imagine all the benefits and opportunities opening up to you by using this one tool: It will change your world!”</p>	<p>This slide slows down the tempo before the summary. It aims to remind the audience of the great benefit of being able to read fast.</p> <p>The image of simple text and two processors simplifies the association for the audience.</p>

Slide	Spoken Verbal Sentences	Explanation
	<p>“Whatever your profession, your ability to read faster will enhance it by helping you to work and learn faster.</p> <p>If you are a college student, speed reading will help you to read effectively. You will be able to finish your assignments faster than your friends and you will reach a more profound understanding. Why? Because by absorbing many words simultaneously, your brain will connect them and draw out a more complex comprehension pattern, compared to word by word reading. You will be an excellent student.</p> <p>If you are a professional, speed reading will help you read your email and your reports faster resulting in quicker decisions leaving you more time for personal develop, or for your family.</p>	<p>Slide Summary: This slide describes the benefit of fast reading using a mind map.</p> <p>This form was chosen intentionally so that the audience will remember easily the message that was conveyed without using bullet points.</p> <div data-bbox="1118 720 1589 1302" style="border: 1px solid green; padding: 10px; margin-top: 20px;"> <p>You can see here that there are repetitions of the phrase “speed reading” which relate this phrase to several professions. This technique is called: Anaphora; mentioned earlier in this book. It is used to emphasize an idea or to build up momentum before closing the presentation.</p> </div>

	<p>Most of all, speed reading will make you love to read and you will be keen on learning new skills to become a better person and you will be somebody who can bring many improvements to Indonesia.”</p>	
	<p>And one day, if somebody asks you, ‘How many books have you read in a year?’</p> <p>You can say proudly, “I read 52 books this year because I’m a speed reader.”</p> <p>Thank you.”</p>	<p>The closing slide consists of the answer to the story, mentioned in the beginning, used as a summary sentence.</p> <p>This closing also strengthens the keyword “speed reading (reader)” and leaves it in the audience’s mind to be remembered after the presentation ends.</p>

E. Rehearsing the Presentation

Because presenting at the TEDx Jakarta was such a rare opportunity, I did not want to waste it. I practiced this presentation over and over until I memorized it by heart.

However, how do you memorize entire sentences, word for word, in a presentation?

Actually, it is pretty easy when you have made the slides visually strong because they will be helpful in providing verbal support. If you have prepared the key sentence for each slide, you will easily remember what to say.

In this rehearsal, I also worked on my voice intonation to create momentum before closing the presentation. I practiced talking naturally but convincingly till I felt comfortable with the way I was presenting everything.

To be more specific, I tried to imitate the style of Sarah Kay, a contemporary poet in her presentation at TED entitled "If I Should Have a Daughter". I also used Mark Bezos' approach to connect the opening question with the closing statement at the end of a presentation.

After preparing all the above, I was ready to deliver the presentation live. You could watch my TEDx presentation video from this [link](#).



Picture 11.1

Muhammad Noer at TEDx Jakarta 2011 “[How To Read 52 Books in a Year](#)”

Overcoming Anxiety

To go onstage and deliver a presentation in front of hundreds of critical TEDx Jakarta attendees requires a strong mental state. If you watch the above video, it seems like everything went very well but in fact, I also felt afraid and anxious as the presentation was about to start and as I started to go on stage. There was a sense of doubt in me as to whether I could do this presentation well or not.

As I mentioned before, a presenter should befriend his or her own fear so that's what I did. I embraced its presence and let it be present for a moment, without letting it take control of me.

When I started to walk on stage, I tried to walk in a relaxed fashion. The key to overcoming stage fright is by mastering the stage itself within the first few seconds. I did that by delivering the opening and stating the title of my presentation. The relaxed tone of the outgoing sentences from all of my preparation made me feel comfortable and made it easy to continue with the rest of my presentation.

The key to overcoming stage fright is actually by mastering the stage itself within the first few seconds.

Overcoming the Unexpected

Anything can happen while you are giving a presentation. The electricity can go out, the microphone can stop working, a disturbance from the audience can appear, or any one of a number of situations can happen during the course of a presentation. When I delivered this important TEDx presentation, something unexpected happened to me as well.

The unexpected problem was that the wireless pointer was not working properly. When I clicked to the next slide, the slide didn't change. I clicked several times again, the slide still didn't change. Suddenly, the slides were changing several clicks ahead, because of my earlier clicks.

In this situation, your ability to remain calm is crucial. I tried to understand what was going on while I continued on with my presentation as if nothing happened. Then I realized that my wireless pointer didn't work as it should so I slowed down the tempo of my presentation a bit while waiting to see if the slide would change after I clicked.

If you look at my presentation video, you would see that I occasionally looked back to make sure that I was on the right slide. I wished the wireless pointer worked but I did the best I could.

Didn't I test it before? Well, I did. I even rechecked it a few minutes before the presentation. Everything was okay, but unexpected things do happen.

And not only that. There were other things that happened. While presenting in TEDx Jakarta, the speakers usually have two other smaller monitor screens to help see which slide is being displayed, and how much time is left for the presentation but because the organizer's computer used a different operating system somehow the presenter's monitor screen was unable to display my slides for me to monitor. So there was a risk that I could not deliver my presentation at my best performance because I couldn't see whether the screen behind me was displaying the right slide or not.

Again, this is where your skills and experience in giving a presentation are tested. Anything can happen but whatever happens, you need to be calm. Keep your mind crystal clear, and resolve the situation. Just keep the big picture in mind to help the audience understand what you are delivering. I still enjoyed presenting at that TEDx session, despite the unexpected. I performed as best I could and the audience seemed to enjoy what I was delivering.

So whatever happens, remain calm and keep your mind positive regardless of what happens. The audience doesn't need to know about any technical disturbances, because you can still deliver your presentation in the best way possible. Befriend all the unexpected things that might arise in your presentation.

“I have my fear before going on stage, too. However, I have befriended it. I accept the feeling. I allow this feeling to be present for a while, without letting it control me.”

—Muhammad Noer

| ... a few additional notes



... a few additional notes

By now you have learned how to be a killer presenter who delivers an amazing presentation on every occasion.

However, still, I have to remind you of this one small, important thing that you should do consistently: practice. This e-book will not improve your presentation skills if it remains as reading material.

The skill of public speaking, oration and delivering a presentation does not come by itself. You need to practice it from time to time until you have a style you are comfortable with, which should be natural, convincing, and unique. That style should suit only you.

By that I mean not only practicing on how to speak and give presentation, but on how to make simple, powerful slides that are very meaningful, visually attractive, and easy to remember. Your slides should be able to touch the audience's emotion. The more you get used to it, the more natural it will become.

You can use the methods used by other inspiring presenters but please be aware that you can't always rely on other people's style of presentation. Every presenter has their own strengths and limitations so you should find your own identity. You can achieve this through practice and experience.

Find and explore your own style of presentation. Discover the sides that fit you best. Are you most comfortable at explaining, or telling stories, or presenting powerful images, or giving analogies, or something else? After that, develop and combine those into your own unique style.

"Find your own unique style of presentation. Whether on stage or in real life, when we imitate others, then we have not yet succeeded in being ourselves."

— Muhammad Noer

What to Do Next?

I suggest you do the following every once in a while.

1. Learn from TED's Presentations

The best way to learn how to deliver a killer presentation is by watching those great presenters in action. TED.com offers so many great speakers from different areas of expertise so I fervently recommend you watch those presentation videos and make individual notes of what you learn from each presenter.

2. Find Well-Designed Slides from SlideShare and Study Them

Most of the readers of this book are not a graphic designers who can make elegant, simple slides and I know it's not always easy to find ideas to communicate your thoughts in this fashion.

So why not learn from the experts? You can learn a lot from viewing great slides available at SlideShare. Login to the website, and search for the best slides using “best presentation” as the keyword and you will find many creative ideas to create quality slides for your next presentation.

3. Learn from Various Resources

You can visit www.bestpresentation.net, my dedicated website which talks about practical tips for delivering killer presentations. Alternatively, you can search for Steve Job’s presentation video of his keynote speeches or see ‘The Inconvenient Truth’ a film by Al Gore. Finally you can learn about Barack Obama’s speech techniques from his inaugural addresses and other resources.

4. Keep Working towards for Improvement—within Any given Opportunity

Excellent presentation skills will only appear through practice and repetition. Reading this book alone will not make you a killer presenter but by reading this book and applying the principles taught in it—then with practice you will be a killer presenter in time.

Use every public speaking or presentation opportunity to improve your presentation skills. You don't have to practice everything at once, that will not be easy to do but try to develop your skills one by one. On one occasion you can practice on how to give a convincing opening and grab the audience's attention. Then in the next opportunity, you can practice on how to close your presentation surprisingly and unexpectedly, while leaving a deep and strong impression on your audience. On another occasion, you can practice on displaying emotional, strong or unique slides that are rarely displayed by others, or other principles as well.

Use every speech or presentation opportunity to improve your presentation skills.

Through regular practice, you will sharpen your skills and overcome anxiety and grow in confidence. In the end, delivering an excellent and killer presentation will become a natural ability which comes from within. If you feel like you always want to have another chance to give another presentation, that is a good sign.

If there are speech clubs in your area, such as Toastmasters societies and the like, don't miss the chance to join them. Those clubs would help you practice your public speaking skills.

Now, It's Your Turn!

There. I've done my job. I really hope that this book will be useful for you. I wrote this book with passion and enthusiasm for sharing my knowledge and experience in the presentation field. I genuinely believe that anything we give will grow and multiply many times, and in the end, will contribute even more to the benefit of others.

Don't forget to share your valuable views and comments about this book at bestpresentation.net towards the improvement and development of this book in the future.

If this book benefits you, then it will surely be beneficial for others, too. Please share it and tell them to download this book freely. Simply click the sharing button below. Thank you for sharing the love.



Perhaps one day I will be there among your audience, I will stand-up and give applause to you, along with the others. I will feel very blessed to see in reality that this book benefits others and witness the result.

Happy practicing! **Congratulations on delivering a killer presentation!**

Additional Resources for Your Presentation

In addition, some other information, tips and presentation articles can be found at bestpresentation.net which might be useful for you towards improving your presentation skills. You can download free world class quality slides from bestpresentation.net from [this link](#). Please do. It's free!



If you need more, you can check our design template for **Inspiring Slides** and buy them in packages. You can also check the design to see if you need any of their inspiring slide templates from [this link](#).

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Finally, if you want to invite me to deliver business presentation training for your company you may contact my team:

Email: support@presenta.co.id

Phone: [+62 21 4016 1717](tel:+622140161717) or Chat via WhatsApp [+62 811-900-2083](tel:+628119002083) (click to chat)

Website: Presenta.co.id



The Author's Profile



MUHAMMAD NOER

Muhammad Noer was born in Medan, Indonesia, on November 9, 1979. He is the **founder and Master Trainer of Presenta Edu**, a training consultant company based in Indonesia.

He graduated from University of Indonesia majoring in Marketing and Human Resources.

He is also a **certified international Human Resources professional** from Chartered Institute of Personnel and Development (CIPD), UK.

He has many years experience as a trainer in various local and international organizations. He has trained thousand of professionals from many companies across different industries. His client includes Unilever, Danone, PZ Cussons, Samsung Electronics, Nissan Motor, Pertamina, Allianz, FWD Life, Bank Central Asia, Bank Negara Indonesia, and many others.

In his spare time, he is also active as a blogger and book writer.

Before running his own company, he had a successful career for eleven years at **Unilever**. He started as Management Trainee, Human Resources Manager in Cikarang and Rungkut Factory (Indonesia), Human Resources Manager for Supply Chain Asia, Africa, Central Europe (Singapore), and Corporate Industrial Relations Manager (Indonesia). His last position was as a Senior Human Resources Manager for Global Sales based out of Singapore managing talent and organization for global salespeople spanning across more than 25 countries.

In 2015, he resigned from the company to pursue his passion for teaching as a trainer so he built Presenta Edu, a training consultant company based in Jakarta.

He is passionate about teaching especially in the field of presentation and communication skills. His website, presentasi.net, is the most extensive website about presentation topics in Indonesia, with more than 50,000 subscribers. The site is also translated into English at BestPresentation.net for a broader audience.

In 2011, he talked at **TEDx Jakarta**, an event featuring Indonesian inspirational speakers from various fields of expertise. His TED talk was about [How to Read 52 Books in a Year](#).

Noer has published several books on various topics: Speed Reading for Beginners (Gramedia), Creative Technique for Amazing Presentation (Elex Media), Speed Reading for Students and Teenager (Grasindo), and Essential Skills for New Manager (Presenta).

Currently, Muhammad Noer lives in Jakarta with his wife and children. You can contact the author via email at support@presenta.co.id.

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Slide

- Inspiring Slides from Slideshare.net
 - *Smoke – An Convenient Truth* - [link](#)
 - *American Healthcare - A 4 Napkins Explanation* - [link](#)
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