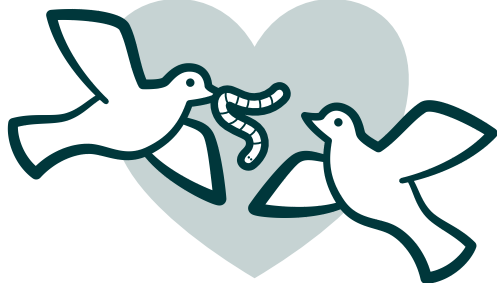


THE 10 COMMANDMENTS OF PRESENTING



I Thou shalt start early.

Great presentations take an unholy amount of time to prepare. Extra time also brews better ideas.

II Hear no evil.

Monitor your self-talk. Ignore the Evil One (your inner critic). Talk yourself **into** it, not out of it: You're not **nervous**; you're **excited**. You don't **have** to give a presentation; you **get** to give one.



III Behold the multitudes.

It's about **them**, not you. Focussing on yourself ('What if I stuff up?' 'What do I do with my hands?') heightens nerves. Focus on your audience: What do **they** need?



IV Raiseth the stakes.

Emphasise urgency. Why is this so important now? Why can't it wait?



V Believe!

To convince others, be convinced. Dig for ideas, arguments, proof, stats, case studies.



VI Follow the S.T.A.R.

Be memorable: Do/say **Something They'll Always Remember**. And use emotion, stories, repetition.

VII Damned in 7 seconds.

People judge quickly; hook them fast, e.g. lead with their need, intrigue with a question, engage with a story.



VIII Audiences abhor monologues.

Make it a **conversation**, even with big audiences, e.g. 'Has this happened to you?'



IX Thou shalt not kill ...

... thy audience with ungodly slides. One idea per slide. Think **billboard**, not **letter**: huge pictures, minimal text.

X Tell them where to go.

When the end is nigh, get 'em while they're hot: give a call to action. What should they do next?



Stop slaughter by slides.

