

The 8 habits of pro presenters.

Stand & deliver

HABIT 1

There can be only one.

Clarify your **One Big Idea**—your unifying theme. If they only remember *one thing*, what should it be? Is it all about making money? Saving time? Safety? Keep returning to this anchor when presenting.



HABIT 2

Master your mindset.

Nervous? Stop focusing on yourself. **Focus on them** and their needs. Then talk yourself into it, not out of it. 'I'm not nervous—I'm ready.' 'I don't have to present—I get to present.' **Focus on the opportunity.**



HABIT 3

Be sold yourself.

To convince others, be convinced. Dig for the 'why', and to overcome their 'why not!'. Combine **emotional** appeals (stories, stakeholder quotes, case studies) with **rational** ones (data, stats, proof). Go deep, not wide.



HABIT 4

Hook them fast.

You have about 7 seconds. So lead with their need. Intrigue with a question. Engage with a story. Then *keep* them hooked—make it a **conversation**, not a monologue, even with big audiences, e.g. 'Why do you think X happened?'



HABIT 5

Raise the stakes.

Emphasise urgency. Why is this so important? Why can't it wait? Talk up the **consequences** of doing—and not doing—what you're suggesting.



HABIT 6

Follow the S.T.A.R.

Make it stick. Do or say: **Something They'll Always Remember**. Surprise them with something unexpected. An unusual demo. A vivid analogy or metaphor. A compelling story. *Show, don't tell.*



HABIT 7

Slide into their minds.

Declutter your slides ruthlessly. Complexity kills trust. **One idea per slide**. Think 'billboard' not 'letter'. Minimal text—with you *speaking* the detail. Bold visuals. Charts. Diagrams. Photos. Build emotional connection with your design.



HABIT 8

Get 'em while they're hot.

Strike while your ideas are fresh in their minds. Get a commitment, however small. End with a **clear call to action**. What should they do next?

