



**Powerful Speaking Made Simple**

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## **3 Elements**

- Audience
- Message
- Delivery

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**take care of yo**

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# Who Cares?

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## Make them care

- Strong opening
- Persuasive arguments
- Strong closing

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## Snoozer openings

- “It’s a pleasure to be here today.”
- “I’d like to take this opportunity to thank you...”
- “I’d like to thank you for having me...”

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## Espresso opening

The City of

\_\_\_\_\_ needs a new, innovative, after school program for its kindergarten through twelfth-grade students.

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## Who Cares?

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## How will you convince them?

- stakeholder/decision maker #1
  - persuasive points
- stakeholder/decision maker #2
  - persuasive points

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**How are you?**

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### How will it look?

- If you can read this bullet point, it's because you have super powers.
- Too many presenters make their slides into eye charts.
- Those same presenters have the audacity to say, "I know you can't read this, but..."
- So what's the point? Visual aids are meant to be just that: visual. Presenters often confuse slides/visuals with handouts. Put as much information as you like in the handout, but please, not in your slides!
- Remember that white space is your friend. It helps your audience's eyes adjust quickly to be able to read your copy.
- While we're talking about reading, please don't read to your audience! Reading a specific quote is fine, but if you're just going to read what's up on the slide without any elaboration, why not just send it to your audience in an email or handout?
- When's the last time you used a photo or other actual visual in your slides? If all you use is copy, you're going to bore your audience quickly.
- Have you noticed why this slide is impossible to read, other than having way too much copy? That's right. The font color is too light, there is no use of bold font, and several of the bullet points have more than one point or sentence. This is a hand-delivered invitation to your audience to officially check out!

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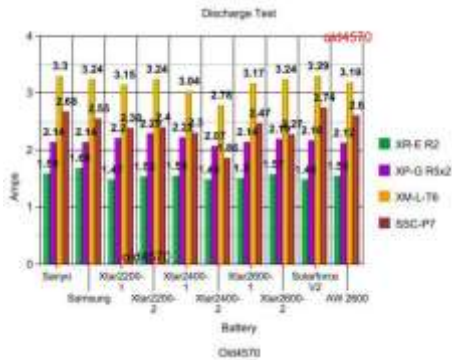
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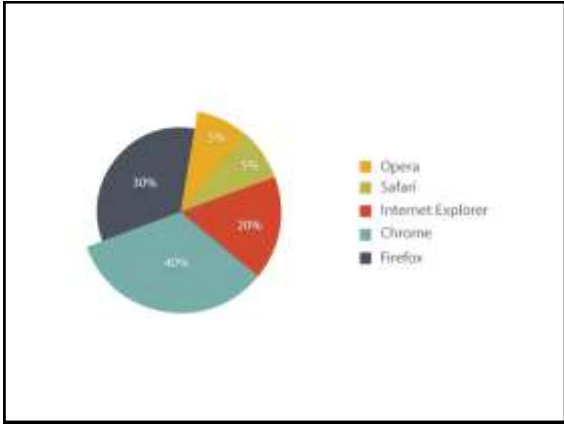
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# Q&A

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## Powerful Q&A

- Anticipate
- Q = A + 1
- Practice
- Don't end there

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