

## **Kaup Pender Associates**

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### **Public Presentations – from Dull to Dynamic**

#### Address jitters

Learn about the group and mix & mingle with the audience. PRACTICE. Work hard on your opening. Feel good about yourself. Work hard on your conclusion.

#### Hold their attention

Use props, stories & your unique style. Be specific: use animation and dialogue. Set a pace that is comfortable for you. Group ideas and points in sets of threes.

#### PowerPoint

Six words per line and six lines per slide, maximum. SIMPLIFY. Slides should be subordinate to your presentations. Put more thought in your one-page handout and your speech. Better to leave a one-page handout than a copy of the slides.

#### Handle difficult situations

Respond to an indifferent audience by changing what you are doing – turn off the slides, walk or stand still. Respond to a hostile audience by appealing to their sense of fair play. Respond to a confused or drifting audience by a perception check – ask a questions, engage them, give more examples.

#### Begin and close with punch

Begin with humor, quotation, startling statements, story or questions. End with a brief summary, an action step. An exit line is more memorable than a thank-you.

#### Maximize persuasion

People buy on emotions and justify with logic. Stories, testimonials and statistics are persuasive.

#### In conclusion

Don't be afraid to make mistakes. Never take more time than you've been promised. Never make excuses. Go with the flow. The best way to improve your presentation skills is to get more experience speaking.

Thoughts drawn from:

Dr. Stephen Boyd, Northern Kentucky University