



How to Create Structured, Engaging, Audience-Centric Presentations that get RESULTS!

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WHY ARE WE HERE?

**“You can have brilliant ideas,
but if you can't get them across,
your ideas won't get you
anywhere.”** – Lee Iacocca

**But let's be
honest
here...**

(This is you)



BUT...

This is the problem
with too many
presentations

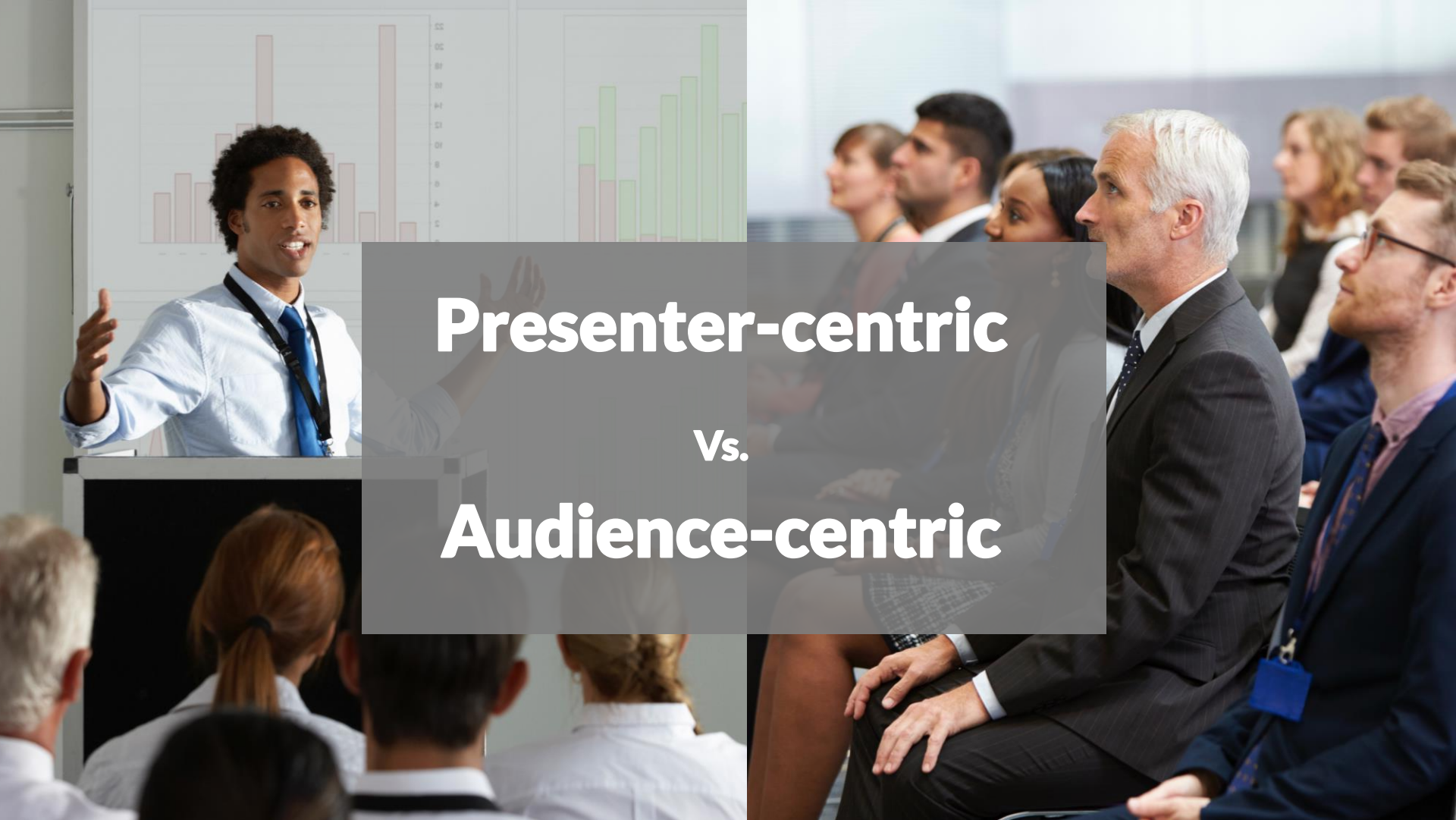




Results

AGENDA

- **Key Questions to ask yourself to create an audience-centric presentation**
- **How to structure your presentation for maximum audience engagement**



Presenter-centric

Vs.

Audience-centric



Presenter-centric

What do YOU want to say?

Vs.

Audience-centric

What does your AUDIENCE need to hear?



But it **IS about
what I want to say!**

YOU'RE RIGHT! (sort of...)

STEP 1: ANALYSIS

What's the situation?



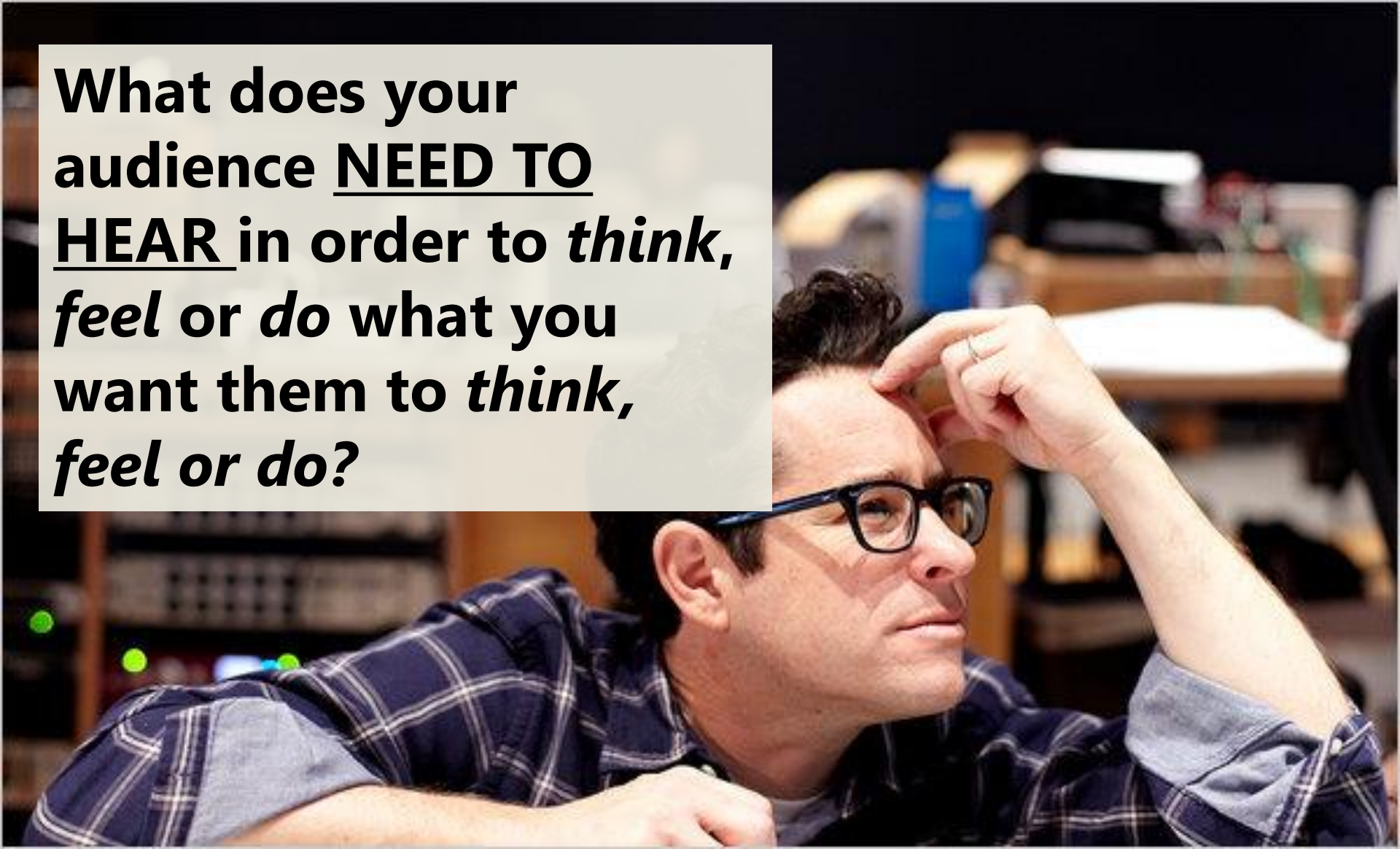
STEP 2: OBJECTIVE

What do YOU want your audience to think, feel or do as a result of hearing you speak?



STEP 3: MAKE IT ABOUT THEM!

What does your audience NEED TO HEAR in order to *think, feel* or *do* what you want them to *think, feel* or *do*?



- Think



- Educate

- Feel

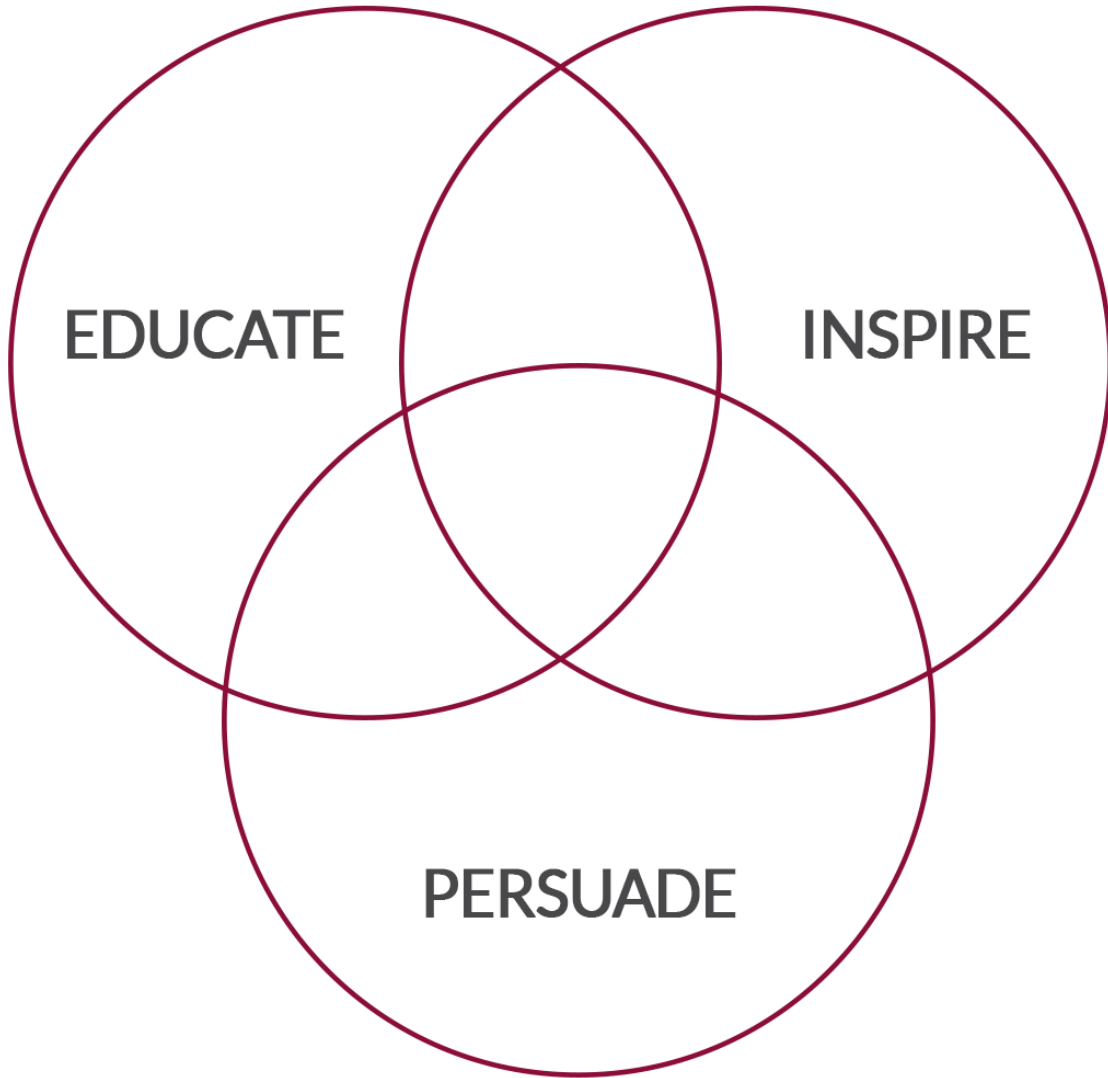


- Inspire

- Do



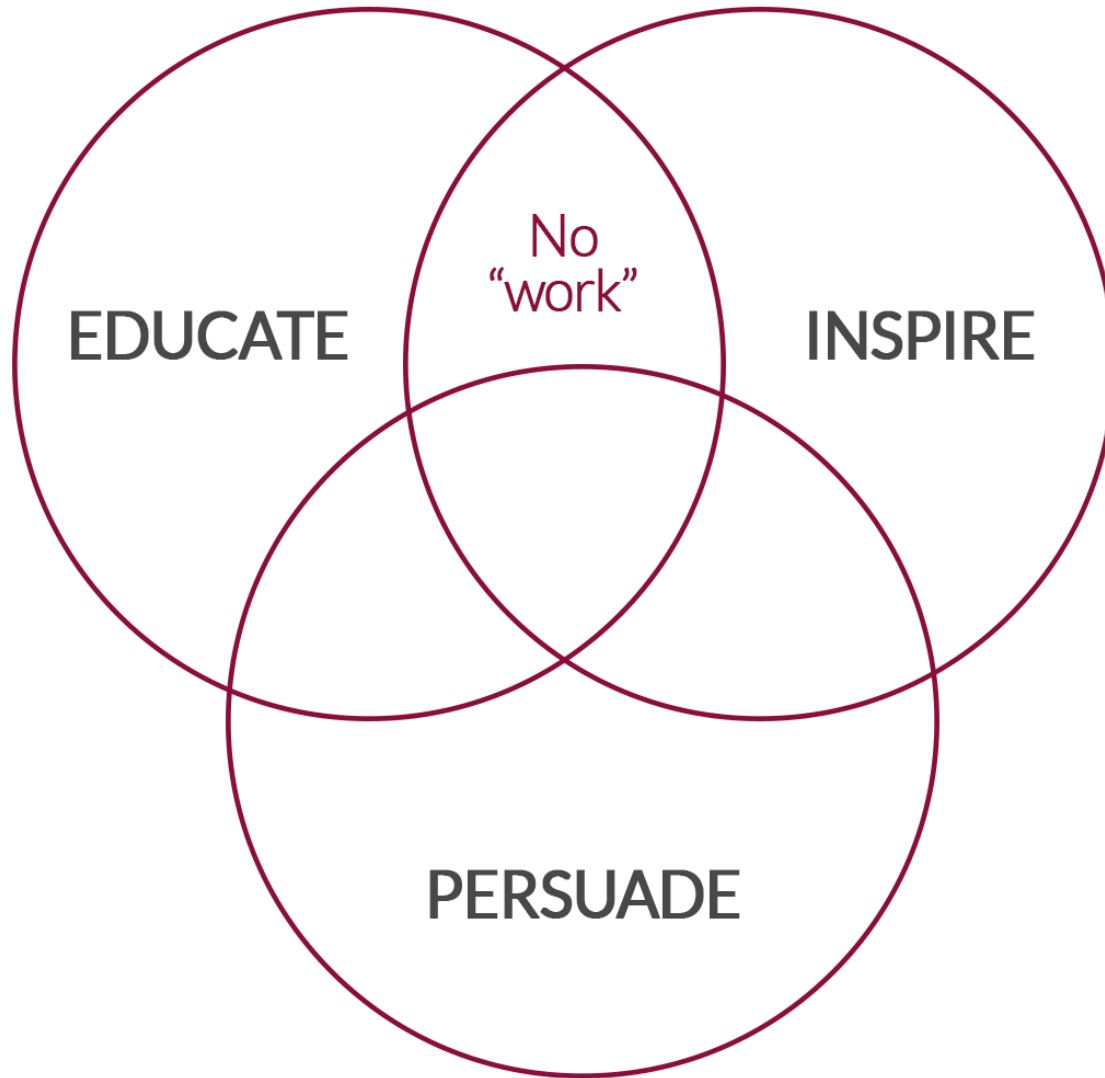
- Persuade

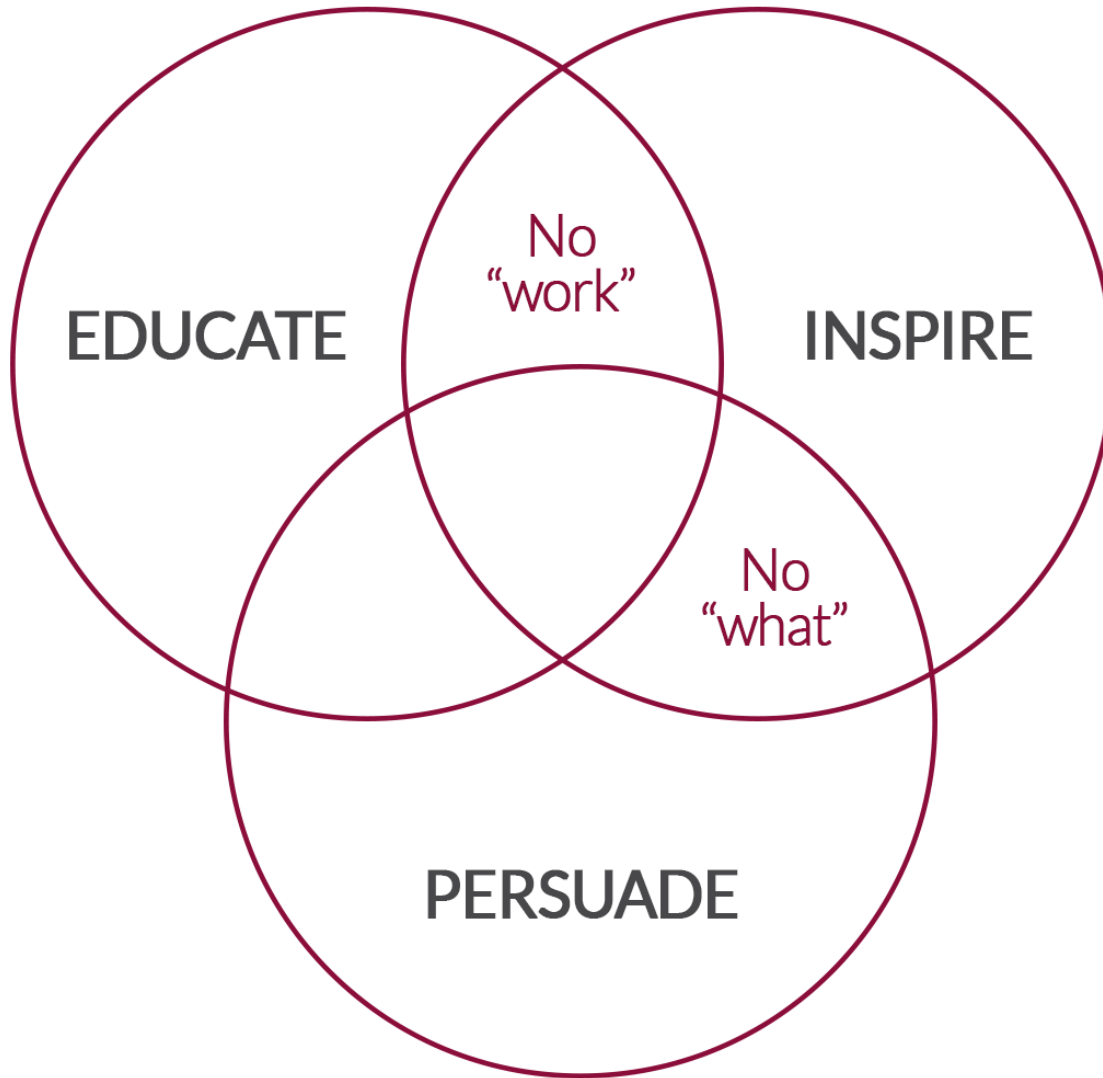


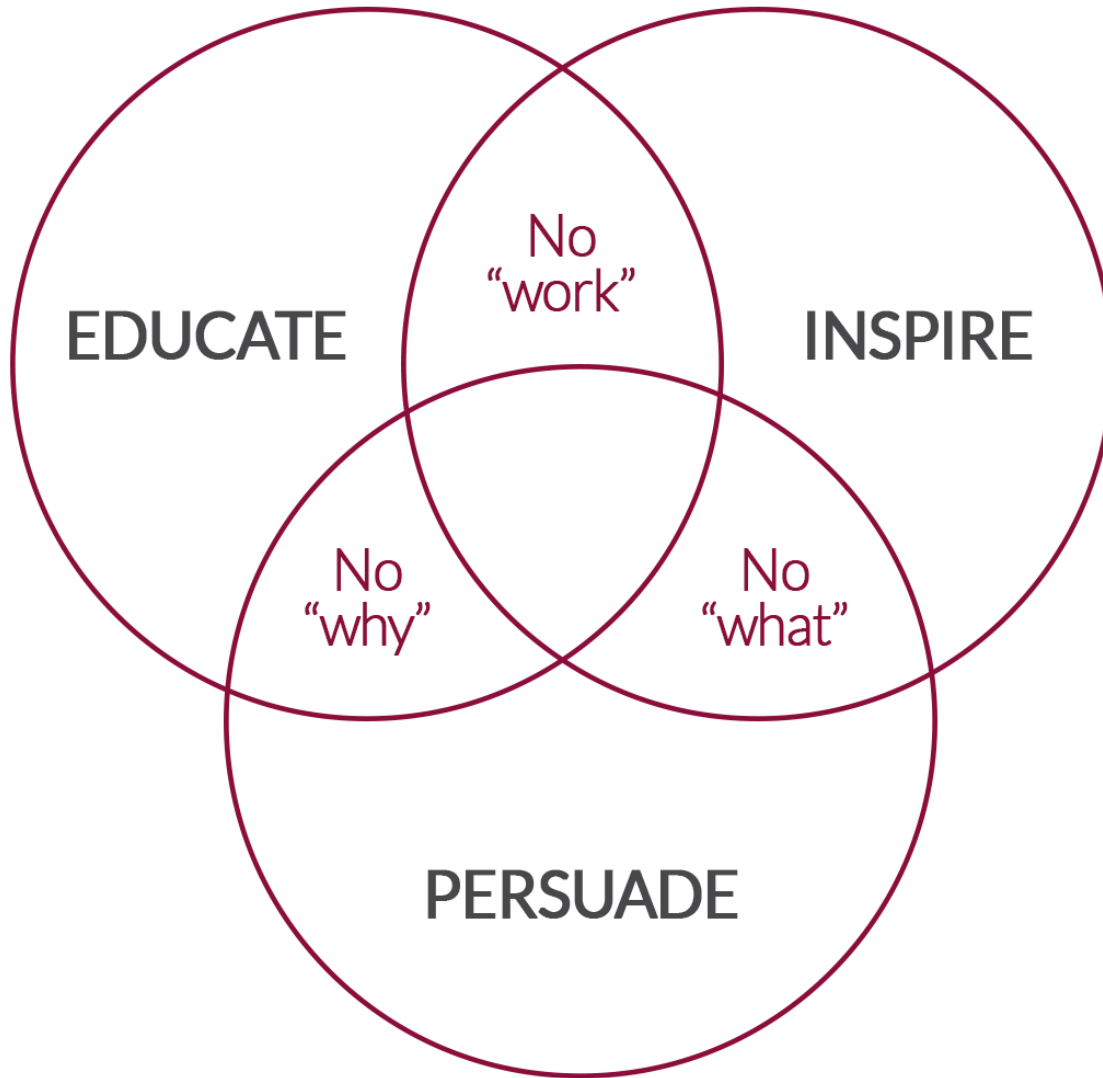
EDUCATE

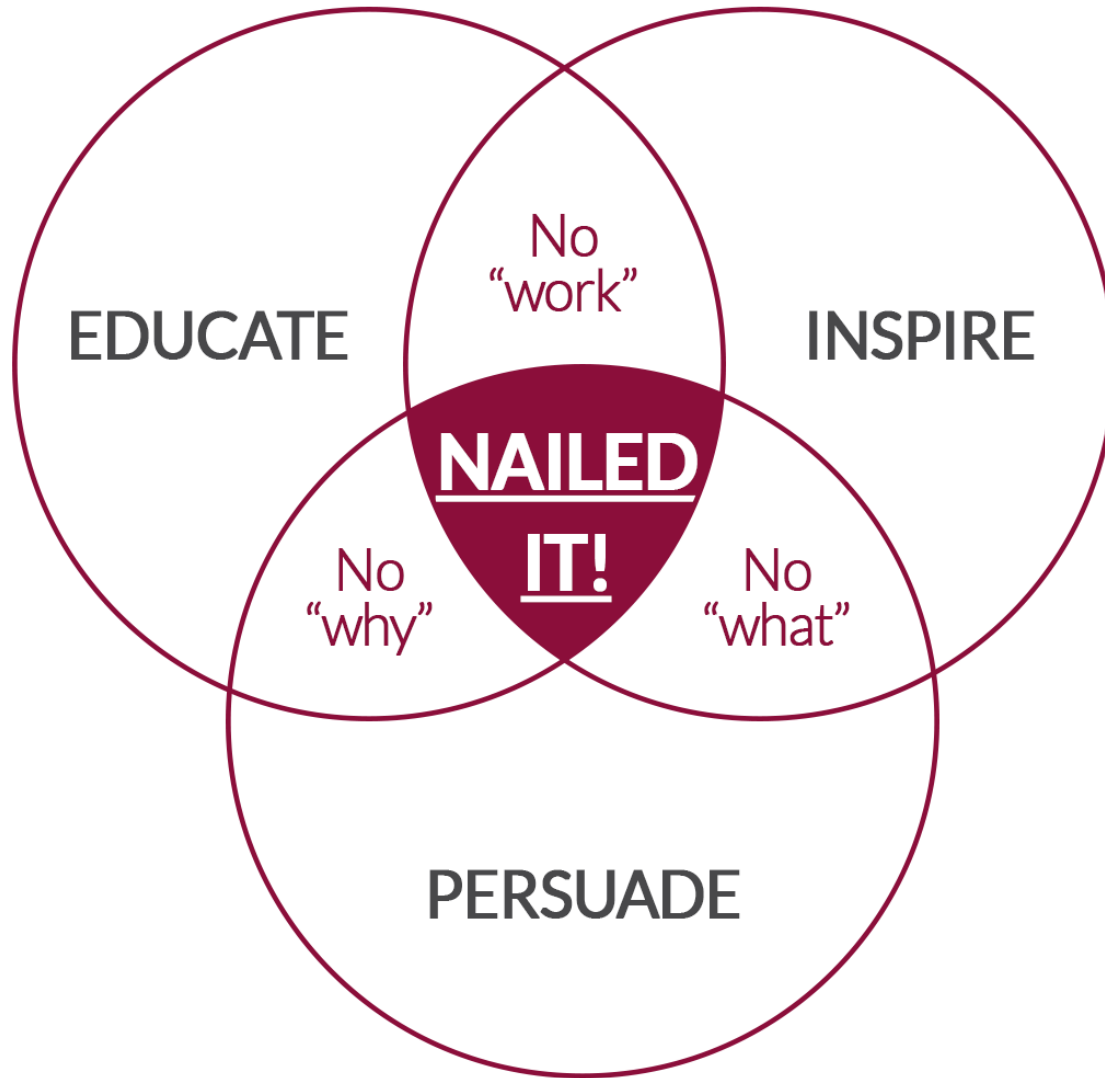
INSPIRE

PERSUADE









**“ The success of
your presentation
will be judged not
by the knowledge
you send but by
what the listener
receives.”**

-Lilly Walters





1. Choose one past (or upcoming) prospect and corresponding presentation
2. What do they need to hear for you to EDUCATE, INSPIRE and PERSUADE THEM?
3. Note down these elements of the Diamond:
 - Problem statement
 - Main Idea
 - 3 Key Points
 - Strong Close / Visionary Conclusion



THANK YOU!

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