

FOCUSING YOUR MESSAGE



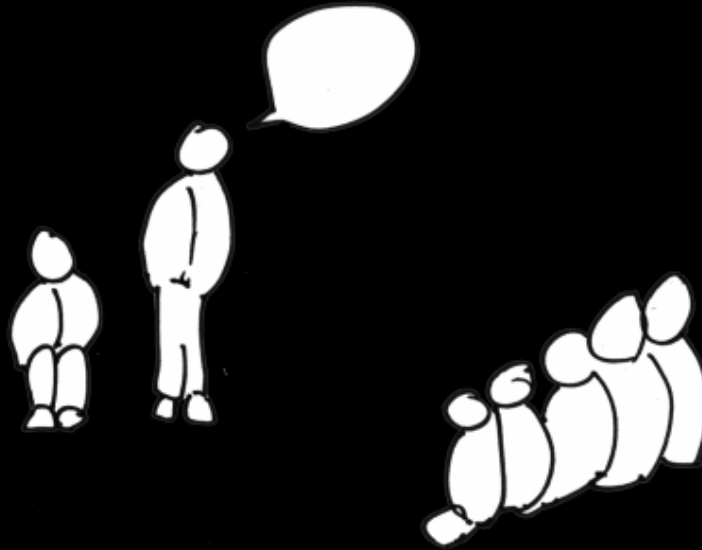
KNDA Intensive English Program

Misconceptions about PPT Presentations

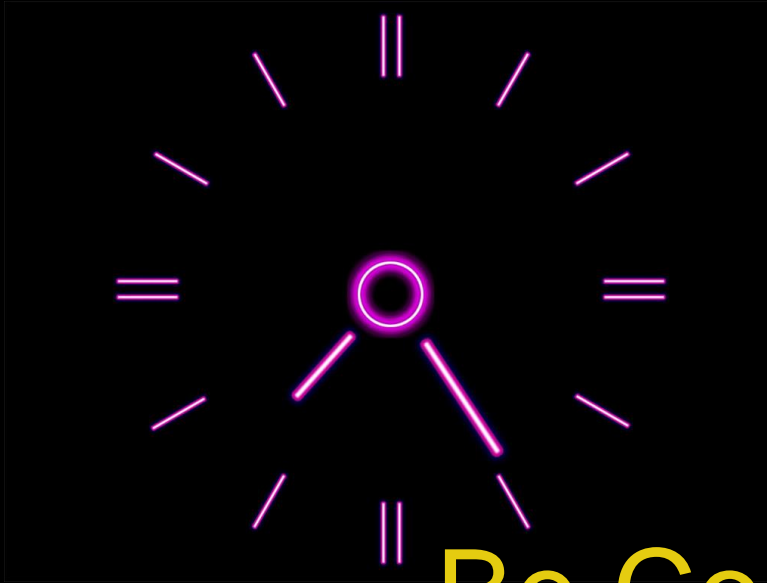
1. PPT is THE presentation
2. PPT is a teleprompter
3. A slide is a document
4. Design is decoration
5. A message is an encyclopedia of facts

Speeches are Narratives

Teach People Your Stories



Be Brief

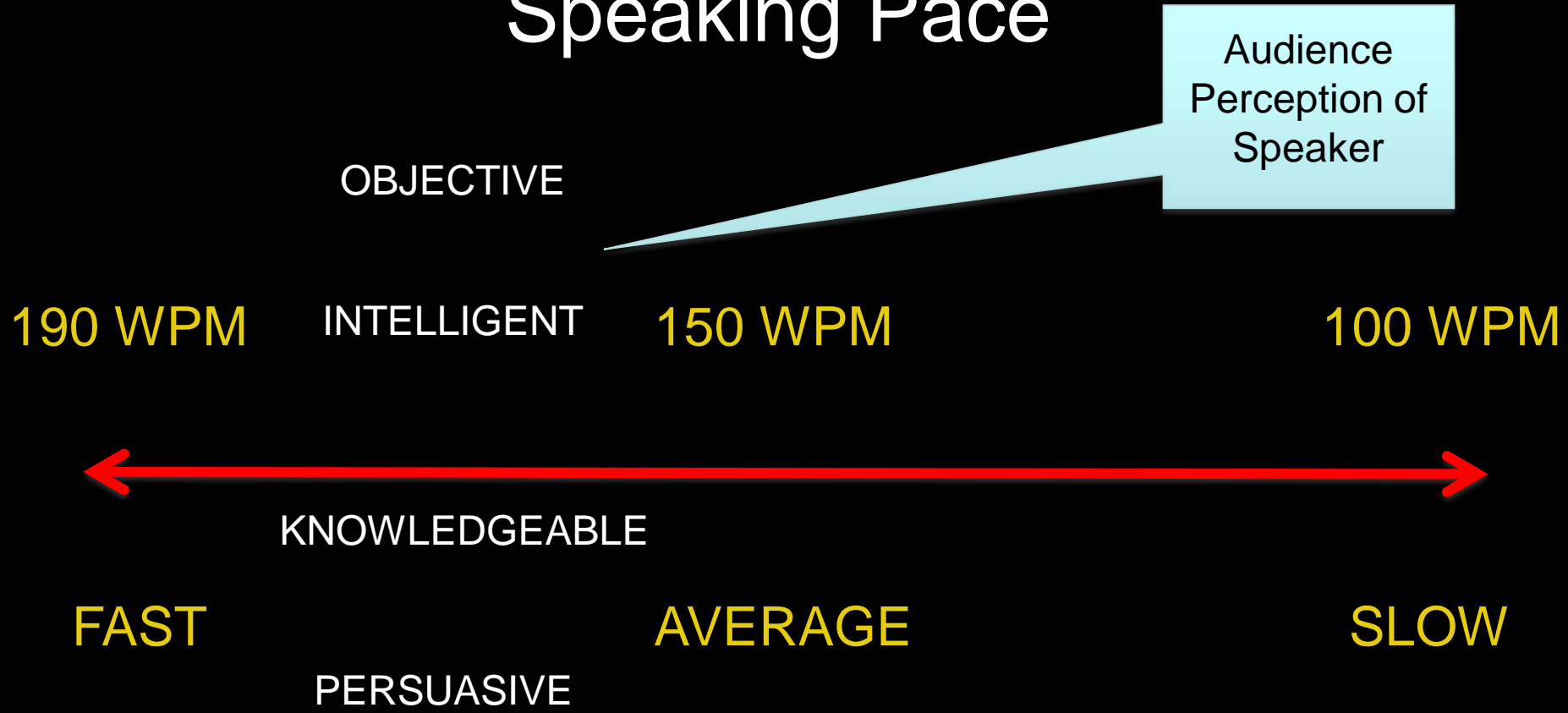


Be Compelling

Stand Out



Speaking Pace



Audience attention span

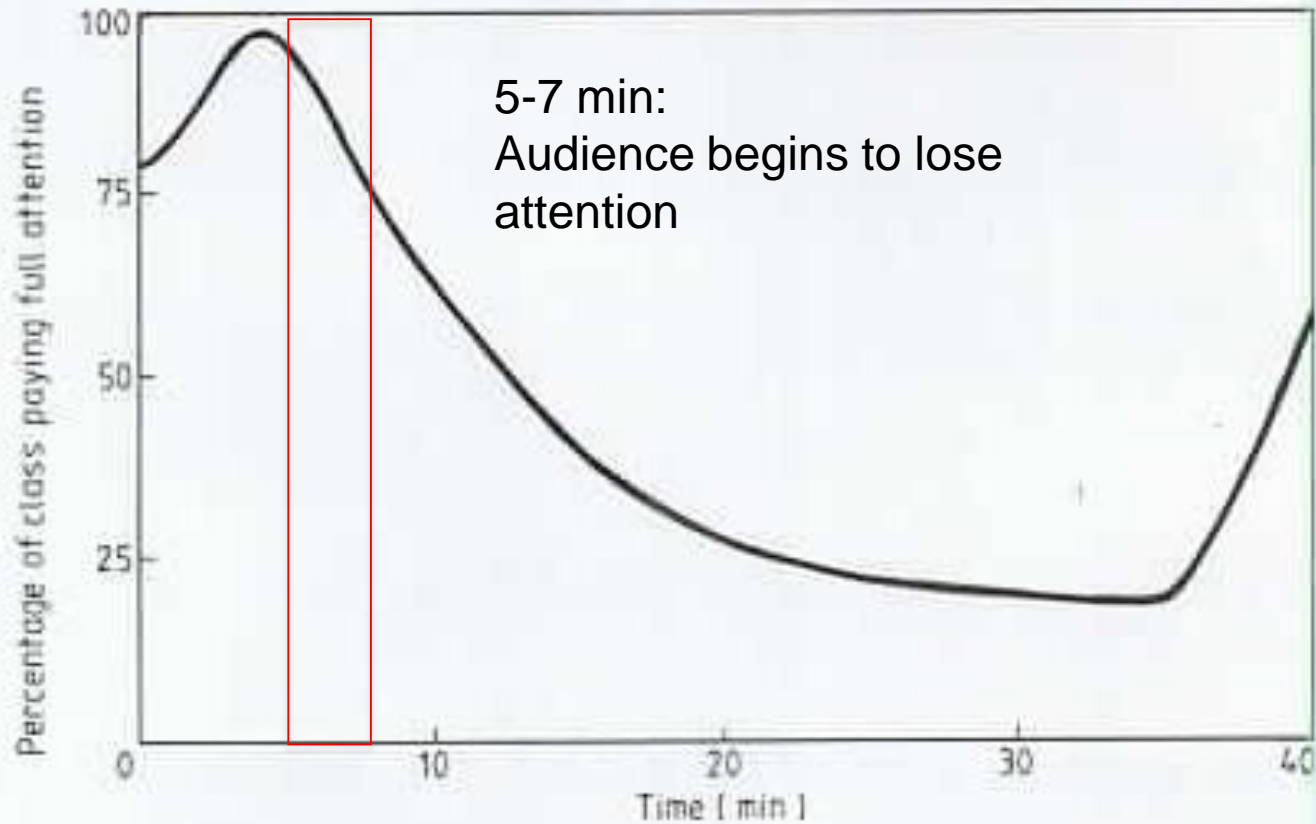
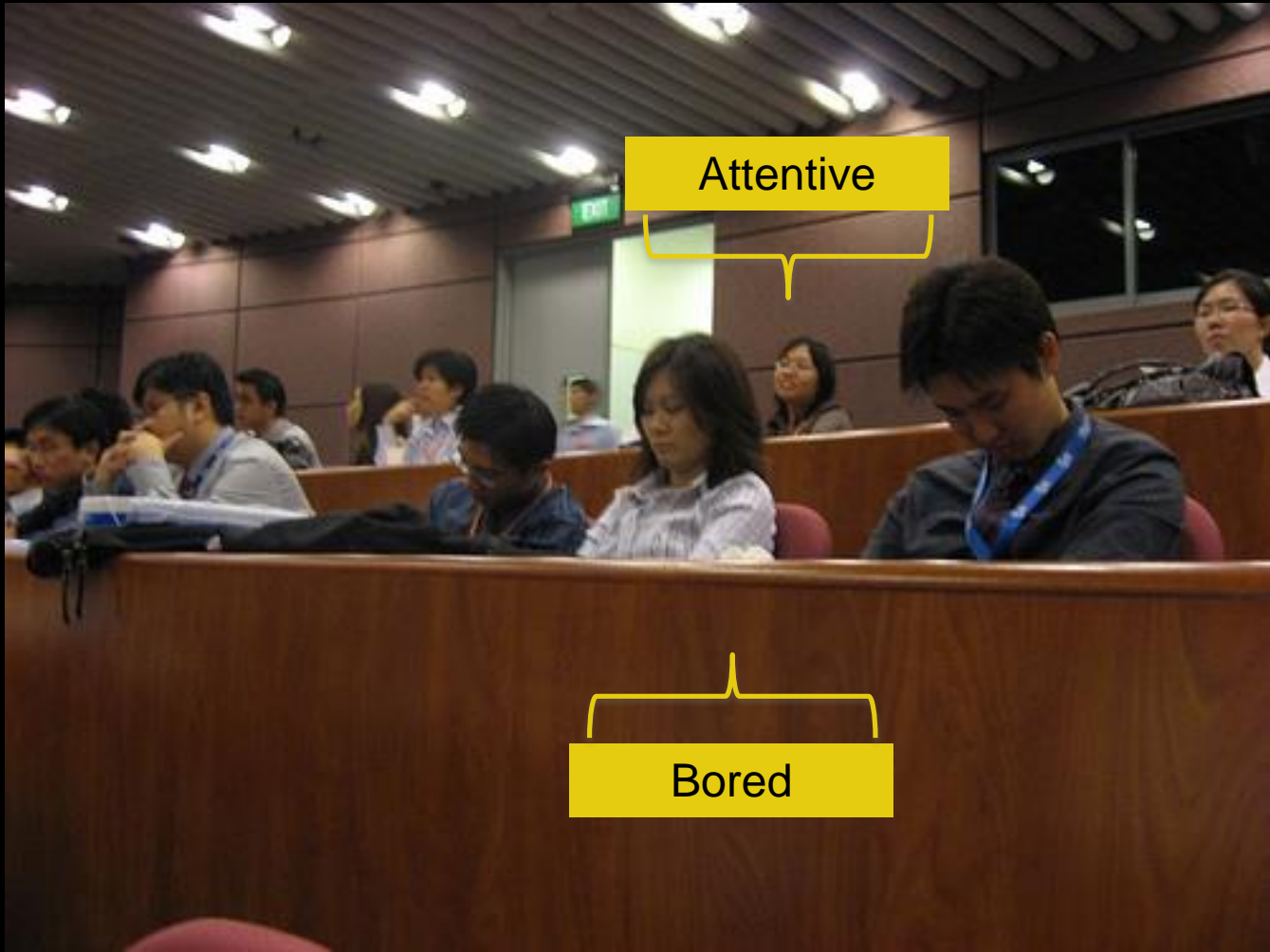


Figure 1 The attention curve.^{2,3}



Attentive



Attentive

Bored

Audience Needs

- Be entertained
- To learn something new
- To see the speaker do well
 - The audience is on your side!
- To be persuaded or convinced



Meeting Audience Needs

- Interesting topic
- Clear points
- Relevance to audience
- Compelling language



3-5 Points



3-5 Clear Points

- Give an overview of the points
- Present them to the audience
- Summarize them at the end



Make Your Points Memorable

- Emphasize **KEY** words
- **PAUSE** to create energy
- Use **IMAGERY** in language
- Use **EMOTION** words

PowerPoint: Not a Planning Tool

IS NOT a
Brainstorming
Planning
Drawing
Tool



IS a container
for your ideas,
images,
message

PowerPoint: Not a Teleprompter

- 75 words = document
- 50 words = teleprompter
- Visuals in PPT
 - Reinforce your message
 - Capture your audience's attention



7-Point Audience Analysis

1. What are they like?
2. Why are they here?
3. What keeps them up at night?
4. How can you solve their problem?
5. What do you want them to do?
6. How can you best reach them?
7. How might they resist?



Summary

- Understand your audience
- Brainstorm ideas
- Make lists of ideas
- Narrow down to a few key points
- Craft a compelling narrative