

How to give a good talk

Prepare:

What do you want people to remember? Focus on that.

- Deliver between one and seven main points.
- Know your audience and how you can connect with them.
- Adapt your talk to them.
- Never give the same talk twice.
- Use their language.
- Dress as they will be dressed.

Know your material.

- Practice, practice, practice.
- Time yourself.
- Stay within the allotted time without rushing.

Minutes before:

- Your nerves can energize your talk.
- Do a two-minute power pose to gain confidence.



During the talk:



Engage your audience immediately with:

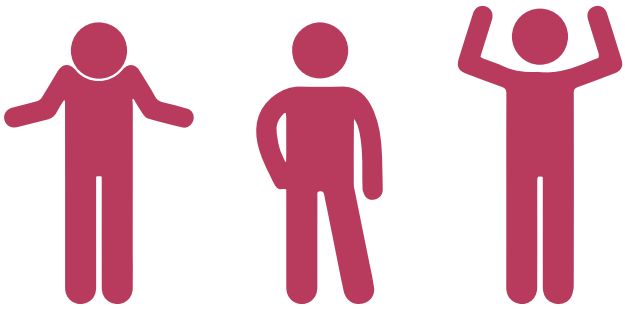
- 1) A story (This is the best way!),
- 2) A question,
- 3) A compelling fact.



Talk as if you are having a conversation.

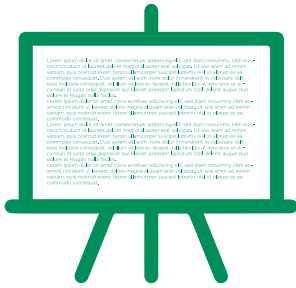
- Make eye contact. Include everyone in your visual sweep.
- Don't read your talk. Avoid using notes.
- Involve your audience. Ask yes-or-no questions that will provide information to all.
- Share your passion from your heart.
- Be comfortable with your "imperfections." People connect with imperfection.
- Pause. Silence can:
 - Accentuate an idea.
 - Give you a chance to collect your thoughts.
- Use words that everyone will understand.



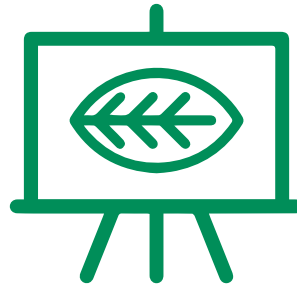


Your body language has more impact than your words:

- Begin with open hands.
- Face the audience.
- Move how you naturally move.



vs.



If using PowerPoint, less is more.

- Have one idea per slide.
- Use one or two high-resolution images rather than text.
- Include simple images that are easy to understand.

If you do use text:

- Use simple, easy-to-read text with no more than 2 colors.
- Use few words - no more than 140 characters.
- Use large font, legible from a distance.
- If you have long text, ask someone from the audience to read it aloud.



Be friendly and courteous.

- Be humble.
- Express gratitude.
- Admit when you don't know the answer.



Conclude with what you want them to remember.

- a call to action
- a punchline
- a summary statement or
- a question

LEAVE THEM WANTING MORE!