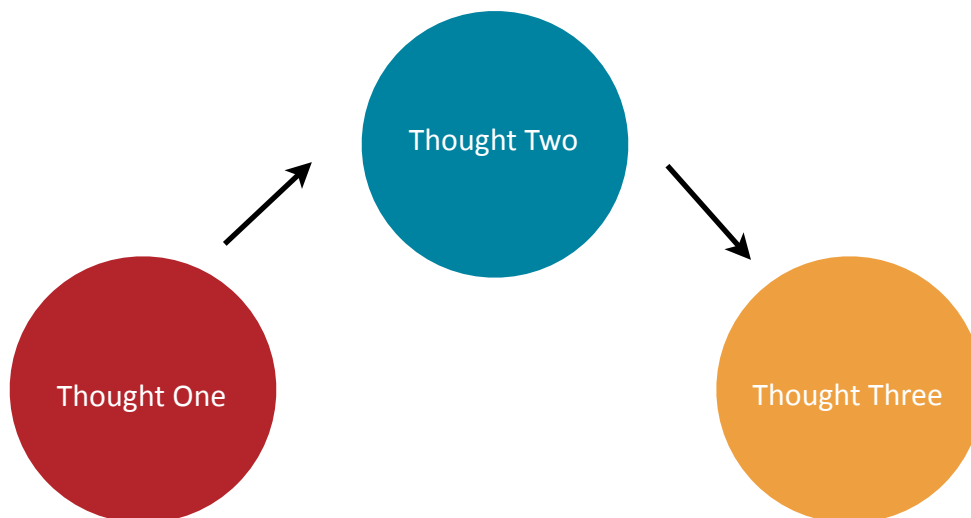


Power Point Presentations

No more boring presentations, please. If I could distill this lesson into three words, it would be LESS IS MORE. Since I do not foresee this type of business tool going away anytime soon, here are some critical guidelines to making a meaningful impact the next time you create those signature slides.

- **What is your STORY?** People love stories. Why not deliver a fabulous story that illustrates your point instead sharing mere “information”?
- **A targeted take-away.** What do you want the audience to remember after your presentation is over? What action do you want them to take? Now, go find a great story that helps inspire them to do so.
- **Toss the script.** The moment you read from a script, you instantly disconnect from the audience. Once you have selected a few stories or main points you wish to share in your presentation, I invite you to create **thought bubbles** around each idea. These bubbles are specific ideas that you are so deeply connected to, you could speak about them effortlessly.



Preparing Your Presentation:

1. Identify your goal. What do you want the audience to see, feel or do?
2. What compelling stories help illustrate your point?
3. What images are *absolutely necessary* to support your presentation?
4. What are the thought bubbles that walk the audience through your compelling message?
5. What are the transitions to help you get from one thought bubble to the next?

Please note: If you are compelled to write out your entire script, you are welcome to do so. It will likely help you map out the content points. Using that script, you can then identify the thought bubbles and transitions. Do not, I repeat, do not use a script in your presentation. If you follow this advice, I promise you and your audience will have a ball.

Great TED talks to check out:

Susan Cain: The Power of Introverts

http://www.ted.com/talks/susan_cain_the_power_of_introverts.html

Brene Brown: The Power of Vulnerability

http://www.ted.com/talks/brene_brown_on_vulnerability.html

Amy Cuddy: Your Body Language Shapes Who You Are

http://www.ted.com/talks/amy_cuddy_your_body_language_shapes_who_you_are.html