**The 3 magic ingredients of an amazing Presentation**

Most people who come to speak at TED are here because they’ve succeeded. **I’m here because I haven’t.(1)** For the last ten years, I’ve been helping conference speakers, business leaders, and entrepreneurs prepare and deliver powerful presentations. Despite my efforts and the influence of TED, most presentations still do this to their audiences.

So, have I failed? No! I just haven't succeeded yet. To make all presentations resonate, I need your help. I’d like to share the three magic ingredients of powerful presentations.

**The Audience**

First, let’s talk about the audience. The audience is the **magic ingredient in every presentation** **(2)**. Every presentation should be tailored for a specific audience in a specific context. Why should you care? We all have to listen to presentations, and it would be great if they weren't all boring. Additionally, we also have to give presentations at school, work, and interviews. **How well we present can significantly impact our success.(3)**

The **first magic ingredient is the audience** (4). Always make it special for them.

**The Speaker**

The second magic ingredient is the speaker. It’s essential to put **something of yourself into your presentation** (5)—something only you can say. This doesn’t mean sharing trivial details, but rather, if **someone else could give the exact same presentation in your place, then you haven’t made it personal** (6). When you share, we care. Show why you care and share stories from your experience to make it more memorable.

**Transformation**

So far, we have the audience and the speaker as the first two ingredients. The **third magic ingredient is transformation** (7). Most presentations aim to **inform** (8), but that approach often fails. We forget much of what we hear very quickly. Good presentations should focus on **transforming the audience—changing what they believe, feel, or do** (9).

For example, if you’re pitching for funds and your audience knows everything but doesn’t invest, did you succeed? No. **But if they trust you and believe in your project after your pitch, that’s transformation.(10)**

Now, how do we achieve this transformation? Here’s a tool called the "**Audience Transformation Roadmap**" (11). This technique helps you identify your transformational objectives and brainstorm what you can say, show, and do to achieve those.

To understand your audience's starting point, ask four questions:

1. What does my audience **know before my presentation**? (12)
2. What do they believe?
3. What do they feel?
4. What do they do?

Next, consider where you want to take them. Ask:

1. What do I want them to **do after the presentation**? (13)
2. What do they need to feel?
3. What should they believe differently?
4. What do they need to know?

This process reveals that **real transformations are about beliefs and feelings, not just knowledge** (14). Once you understand where they are and where you want to take them, you can fill in the Transformation Column with ideas on what to say in your presentation.

Let’s take an example. Suppose I want to explain the three magic ingredients of a great presentation and make my audience want to use the Audience Transformation Roadmap. Here’s what I need to consider about my audience's starting point and desired outcome.

What does my audience know? They know that most presentations fail and that TED is an exception. What do they believe? They may think presentations are just for sharing information. What do they feel? They likely feel bored and resigned. What do they do? They fill their presentations with information.

After my presentation, I want them to aim for transformation, personalize their presentations, and use the Roadmap. To achieve that, they need to feel curious, motivated, and optimistic .

**Once you identify these points, you can brainstorm ways to create those transformations.** (15). You might explain that successful presentations can significantly impact their success, make them feel curious by engaging them, and show how easy the Roadmap is to use.

The next step is to arrange these ideas into a cohesive presentation. You can then prepare a storyline that incorporates the magic ingredients: the audience, the speaker, and the transformation.

This technique has helped thousands of people create fantastic presentations in various contexts—from TED talks to boardrooms. It also works for emails, proposals, interviews, and any situation where you need to change what people believe, feel, and do.

Now, here’s your call to action: Remember the three magic ingredients of every great presentation—the audience, the speaker, and the transformation. Try using the Audience Transformation Roadmap for your next presentation, and you’ll see how well your ideas resonate.

I can’t change the world of bad presentations alone, but together, we can make a difference. Share this with anyone who needs a dose of presentation magic. Focus not just on informing but on transforming your audience . That’s where the magic happens, and if you can succeed in changing what your audience believes, feels, and does, there truly is no limit to what you can achieve. Thank you!

**QUESTIONS**

1. What is the main reason the speaker is presenting?

* A) To showcase their success
* **B) Because they haven't succeeded yet** (1)
* C) To entertain the audience
* D) To share their personal stories

1. What role does the audience play in a presentation?

* A) It is irrelevant to the presentation.
* **B) It is the magic ingredient in every presentation** (2)
* C) It should be ignored.
* D) It is only important in formal settings.

1. Why should presentations be tailored for a specific audience?

* A) To increase the length of the presentation.
* **B) Because it can significantly impact success** (3)
* C) To include more technical jargon.
* D) To make them more complex.

1. What is the first magic ingredient mentioned?

* **A) The audience** (4)
* B) The content
* C) The visuals
* D) The feedback

1. According to the speaker, what should a speaker put into their presentation?

* A) Statistics and data
* **B) Something of themselves** (5)
* C) A script
* D) Complex theories

1. What happens if someone else could give the exact same presentation?

* **A) It means the presentation hasn’t been made personal** (6)
* B) It shows strong collaboration.
* C) It is a sign of professionalism.
* D) It indicates good planning.

1. What is the third magic ingredient discussed?

* A) Audience engagement
* B) Visual aids
* **C) Transformation** (7)
* D) Speaker confidence

1. What is the common goal of most presentations, according to the speaker?

* **A) To inform** (8)
* B) To entertain
* C) To persuade
* D) To demonstrate

1. What does transformation in a presentation aim to change?

* A) The format of the presentation
* **B) What the audience believes, feels, or does** (9)
* C) The duration of the presentation
* D) The topic being discussed

1. What example does the speaker give for measuring transformation?

* **A) If the audience trusts you and believes in your project after your pitch** (10)
* B) If the audience remembers your statistics.
* C) If the audience asks questions afterward.
* D) If the presentation runs over time.

1. What tool does the speaker introduce for achieving transformation?

* A) The Presentation Planner
* **B) The Audience Transformation Roadmap** (11)
* C) The Engagement Formula
* D) The Impact Assessment

1. What question helps understand the audience's starting point?

* **A) What does my audience know before my presentation?** (12)
* B) How long is my presentation?
* C) Who else is presenting?
* D) Where is the presentation taking place?

1. What question helps define the desired outcome for the audience?

* A) How do I create visuals?
* **B) What do I want them to do after the presentation?** (13)
* C) How can I use humor?
* D) What technology do I need?

1. What is revealed about real transformations?

* A) They focus on data.
* **B) They are about beliefs and feelings, not just knowledge** (14)
* C) They are easy to achieve.
* D) They require extensive research.

1. What should a speaker do after identifying the audience's starting point and desired outcome?

* A) Create a PowerPoint presentation.
* B) Write a detailed script.
* **C) Brainstorm ways to create those transformations** (15)
* D) Seek feedback from peers.