

Your Turn

The TV test

The TV test

What are your 3-7 key messages?

Know your audience

Exploration

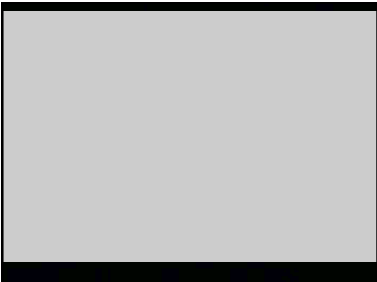


Don't try to 'mind read' your audience

C
ORGANIZATION
D
E

- Organization**
- Introduction
 - Body
 - Conclusion

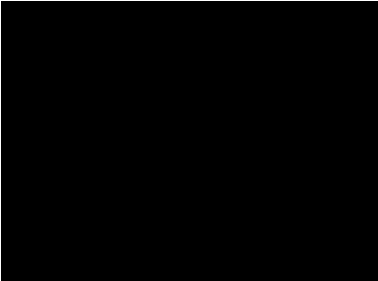
World
Championship

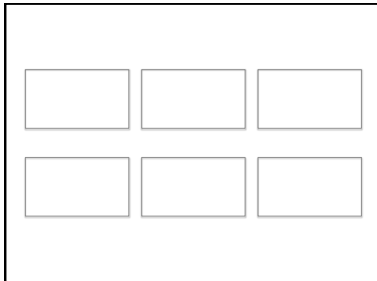


Guide Your
Audience

Situation
Complication
Solution
Problem
Options
Proposal

Storyboard





Your Turn

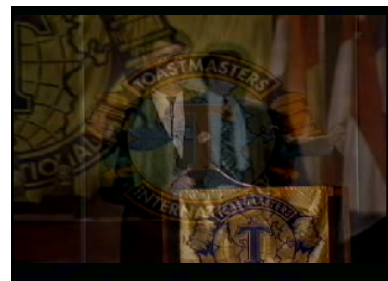
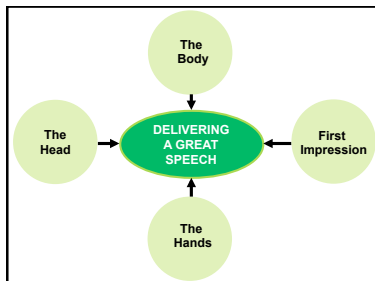
Delivery
PechaKucha
style



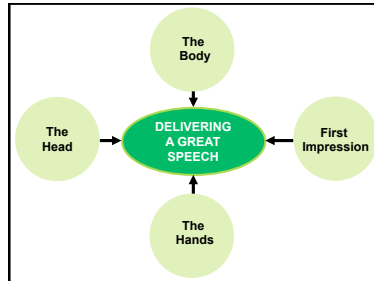
15 seconds
per slide

The 'Elephant Rule'

C
O
DELIVERY
E



Forget all Body Language "Laws"

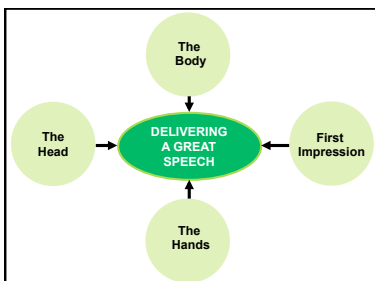


Body Posture

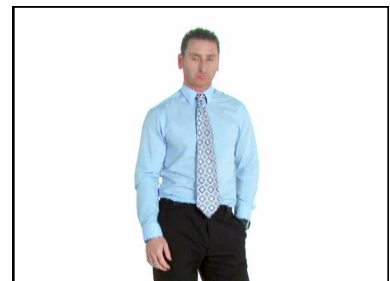
Ancient Statue & Repetitive Gesture Style

Steve Ballmer Style

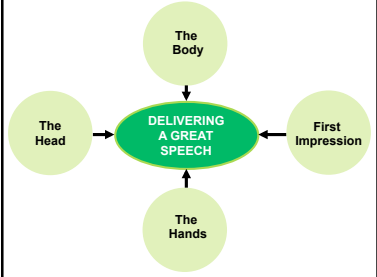
Professional Style



Feedback



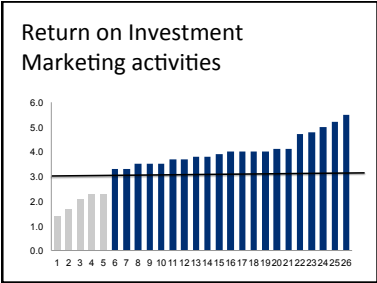
Your Turn



Data Analogies & Soundbites

'The core of an atom compared to the shell equals a cherry hanging in Notre-Dame de Paris'

Interact with your audience



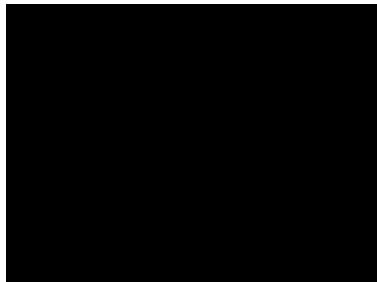
Picture first:
Develop a 'story'



Once upon a time there was _____
 Every day _____
 One day _____
 Because of that _____
 Because of that _____
 Until finally _____

Analogy	My data point compares to.... _____
Story	This is what happened _____
Interesting Fact	Did you know that? _____
Data Development	Any data flow that I could show? _____
Anything else?	Any other interesting element? _____

**CONTENT
 ORGANIZATION
 DELIVERY
 EFFECT**



What I have
 Martin Luther King, Jr

- I have a dream
- I want to have it implemented asap

Have Passion



Analogy	My data point compares to.... _____
Story	This is what happened _____
Interesting Fact	Did you know that? _____
Data Development	Any data flow that I could show? _____
Anything else?	Any other interesting element? _____