

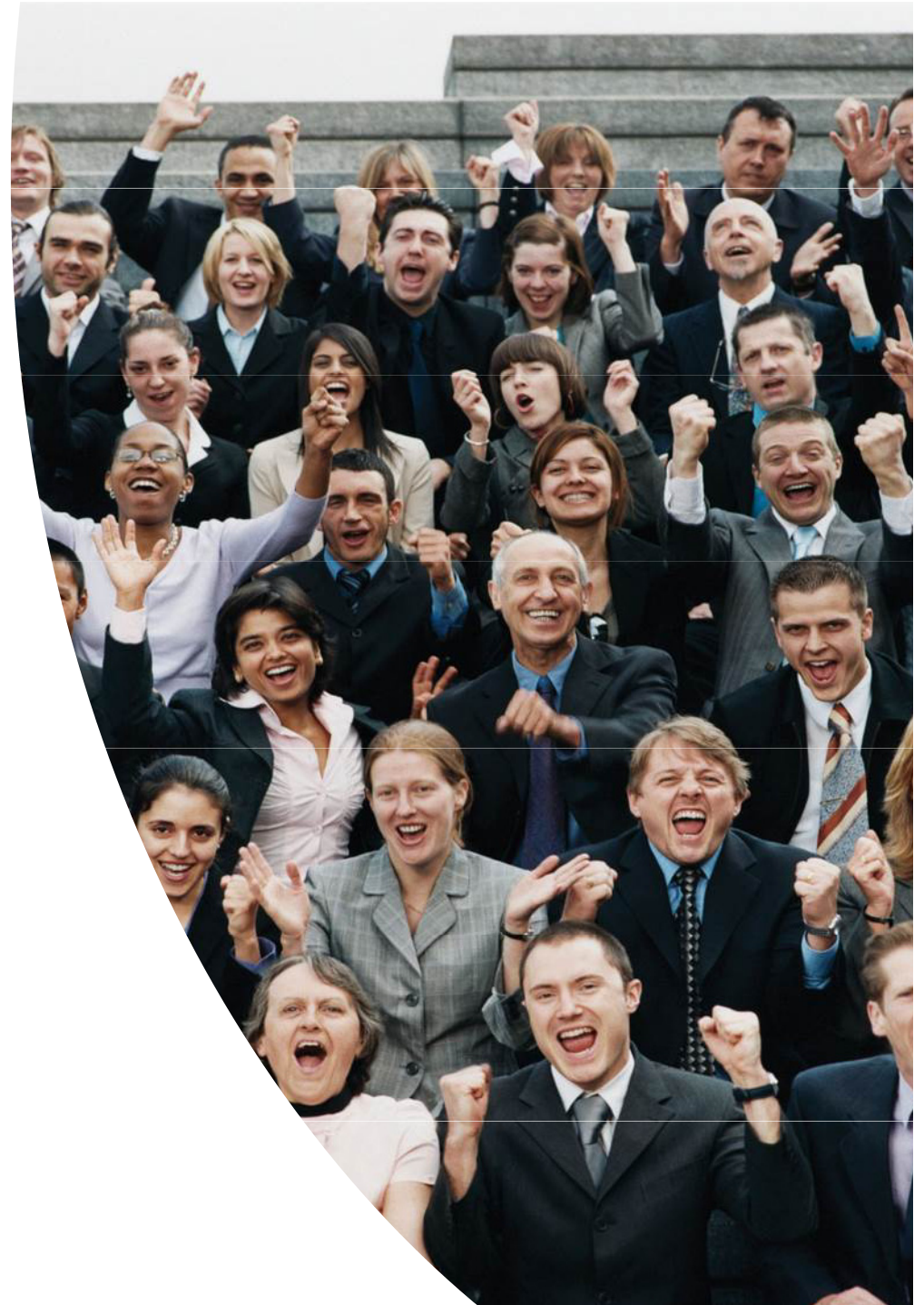
YES, the Digital Landscape is Changing...

**So how are you
going to TALK
about it?**

Suzannah Baum

www.suzannahbaum.com

@suzannahbaum



**Here we
go....**

**The Problem With
Presentations**

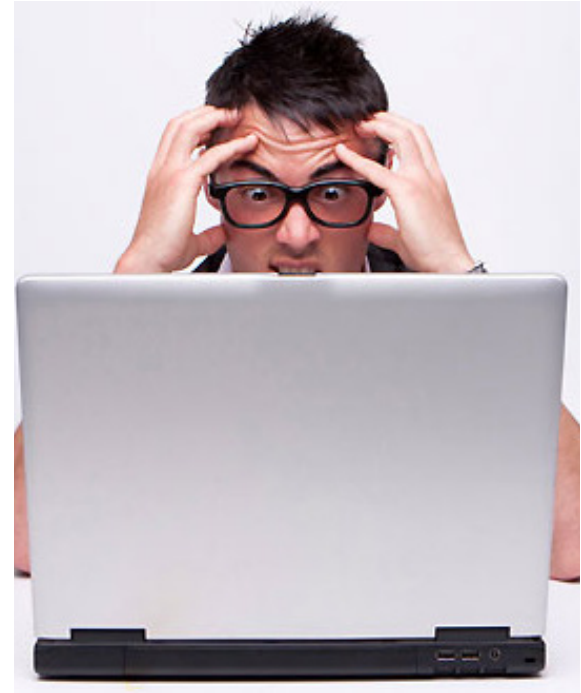
**How Speech Structure
Will Set You Free!**

**YOU as a *Confident*
Speaker**

The Problem With Presentations



“The human brain starts working the moment you are born and never stops until you stand up to speak in public.”
-- George Jessel




And then...this happens!

WHY?



Because...





“You need to know how to give a good talk in public. Because so few people want to talk in public so you will stand out.” -- James Altucher

How Speech
Structure
will set you
free!



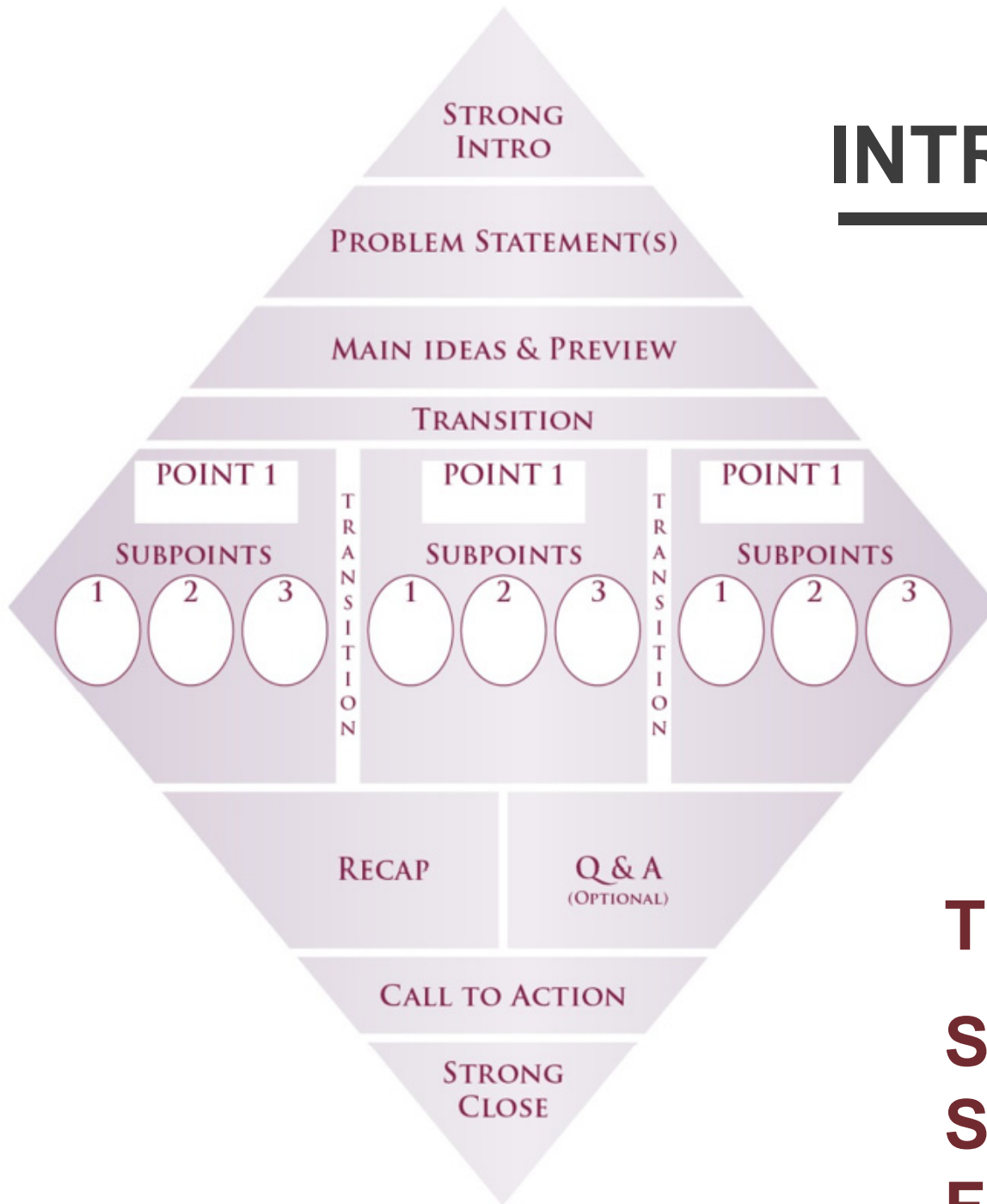


Focused, defined speech structure is....

YOUR SECRET WEAPON!

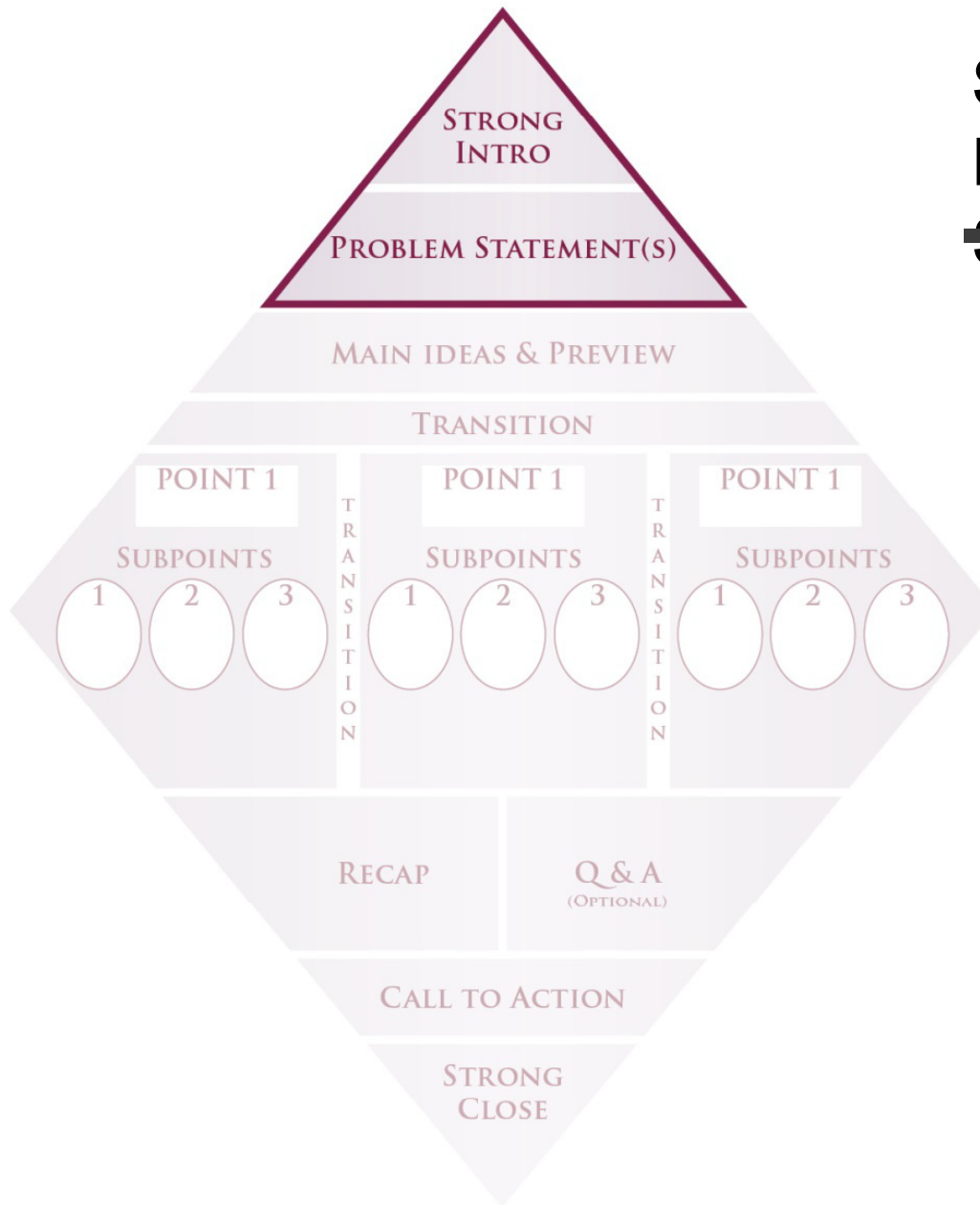


INTRODUCING...



The *Diamond*

**Speech
Structure™
Flowchart**



STRONG INTRO & PROBLEM ~~STATEMENT~~

Addresses the question:
"Why are we here?"


Problem? Challenge?
Update?

Creates meaning and
relevance, which then
creates ***CONNECTION
& ENGAGEMENT***

WHY Should They Care?



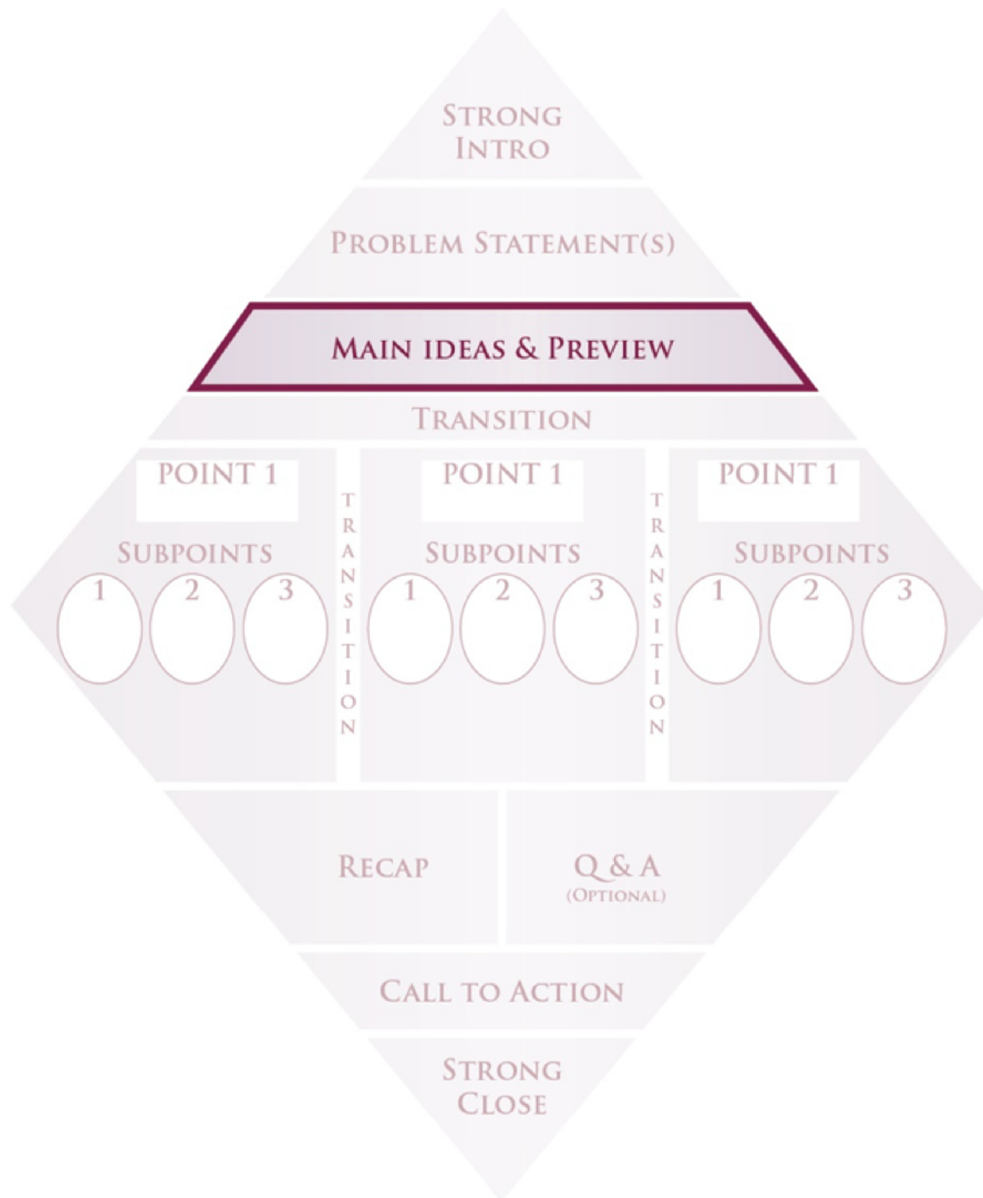
**Meaningful? Relevant? Personally
beneficial?**



**“Designing a presentation
without an audience in mind
is like writing a love letter
and addressing it
‘to whom it may concern’”**

**- Ken Haemer,
Presentation Research Manager at AT&T**

<http://www.flickr.com/photos/jfledges/3002807844/sizes/o/in/photostream/>



MAIN IDEA AND PREVIEW

Main idea: One sentence description of the main point or intention

Preview: The 3-5 main points that prove the Main Idea.

- Address audience's needs
- Address the Problem Statement

THE MAIN IDEA AND PREVIEW IN ACTION:

Main idea:

“My intention today is to share/show/prove how....

_____ can _____ *so that you can*
_____”

(*who*)

(*what*)

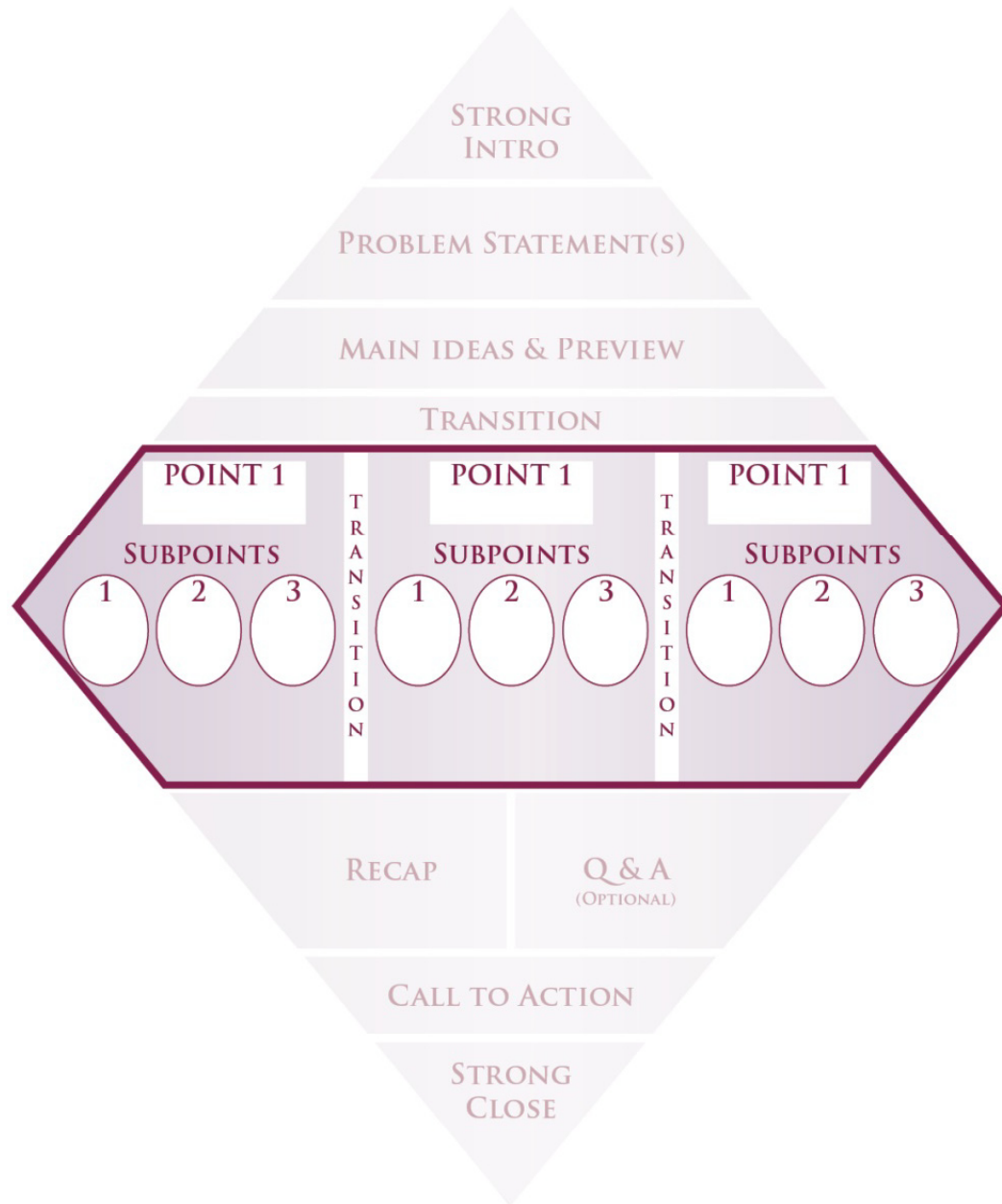
(*benefit*)

Preview:

“To do that, I’m going to talk about:

1.

2.

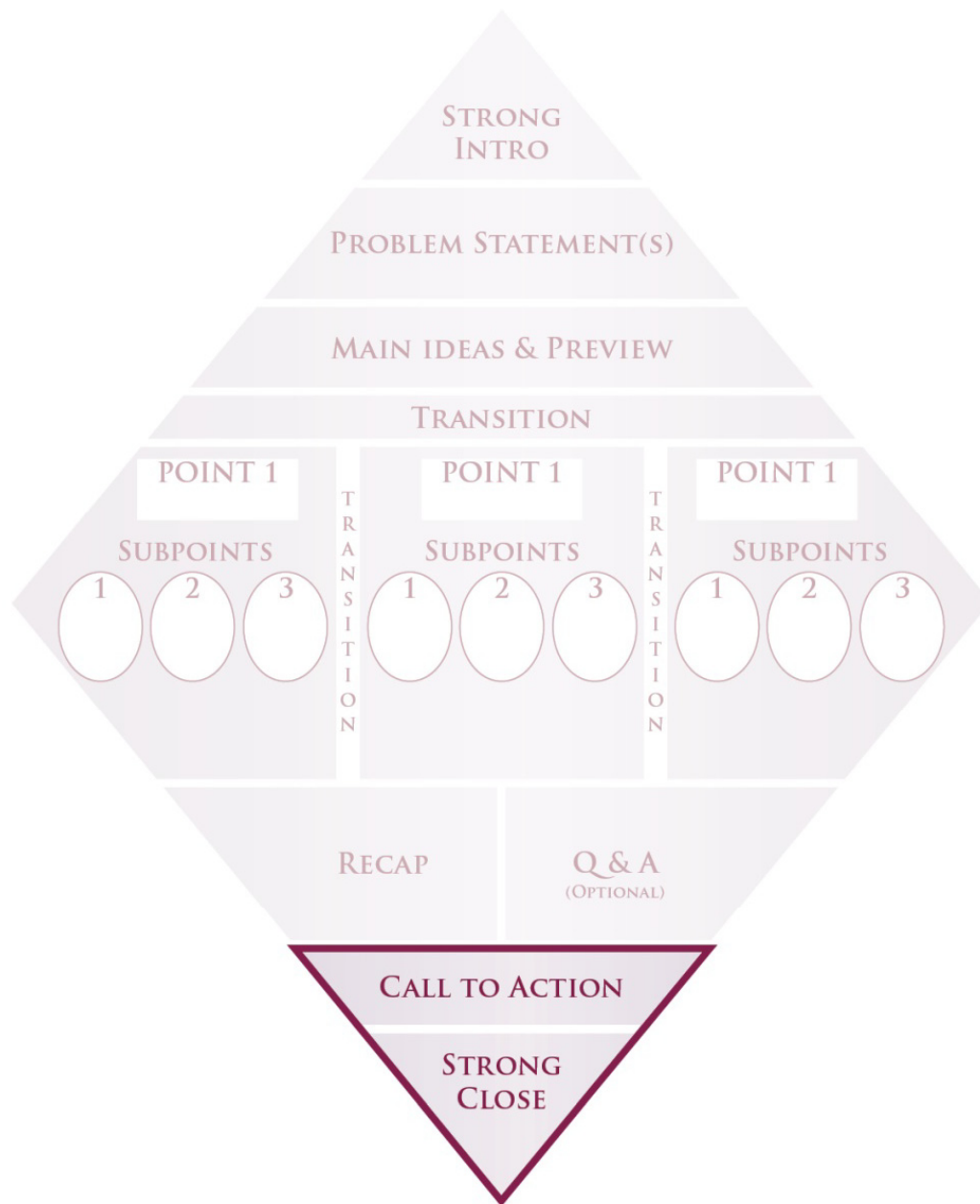


KEY POINTS

KEY POINTS

(aka. YOUR EXPERTISE)

- Facts / Statistic
- Examples / Stories
- Visuals/videos
- News items
- Exercises




CALL TO ACTION & STRONG ~~CLOSE~~

Call-to-action: What do you want your audience to DO? (Remember the Problem Statement!)

Strong close: Create a
“Visionary Conclusion”



What does success look like to your audience?



“90% of how well the talk will go is determined before the speaker steps on the platform.”

—Sommers White

YOU as a
Confident
Speaker





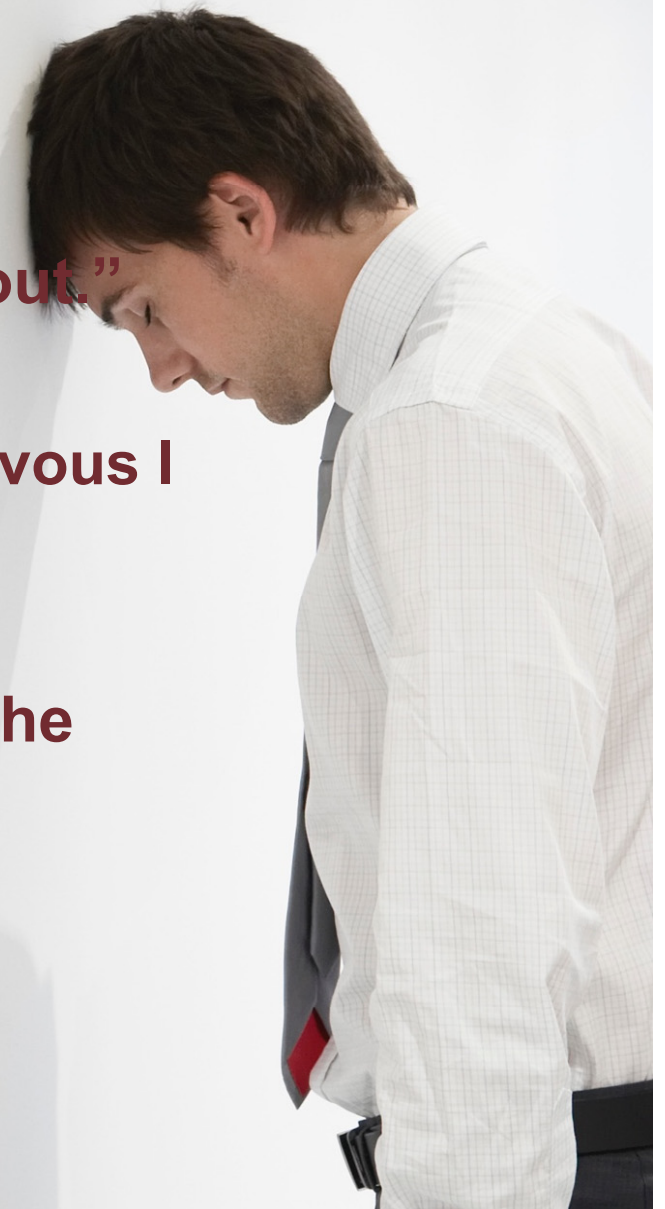
WHAT ARE YOU MOST NERVOUS ABOUT WHEN GIVING A PRESENTATION?

“Forgetting what I have to say, blanking out.”

“Feeling like the audience can see how nervous I am.”

“Being boring, audience not engaged in the content.”

“Looking bad in front of my colleagues/superiors.”





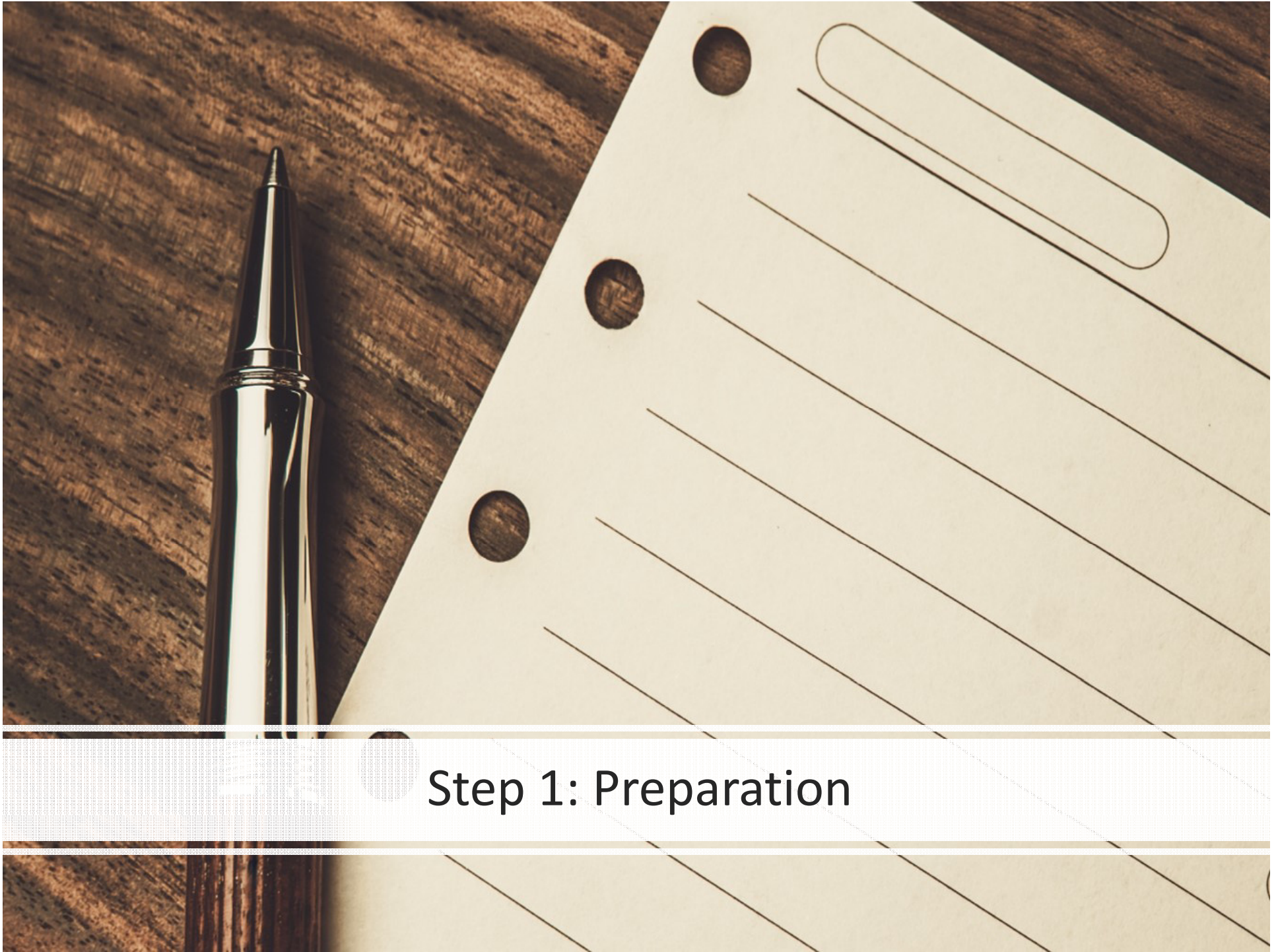
8FACT

**Every 3 out of 4 people
have glossophobia - the
fear of public speaking.**

8FACT.COM



5 essential steps
to managing
your nerves



Step 1: Preparation

~~Plan A~~

Plan B

Step 2: What's Your Backup Plan?





WHAT IF I FREEZE??



Step 3: Practice!

Step 4:





Step 5: Shift your mindset!



QUESTIONS??



SPECIAL GIFT FOR PDW ATTENDEES!

www.suzannahbaum.com/pdw

- **Diamond Speech Structure Flowchart™**
- **Definition of Terms**
- **Free Report, 9 Secrets to Bulletproof Your Presentations**

**** PLUS ****

- **A handout with ALL your questions answered!**

The ONE
change I'm
MOST
excited
about
making
is.....





Remember THEM?

Thank You!



Suzannah Baum
Presentation Skills Strategist,
Trainer, Executive Speech
Coach

suzannah@suzannahbaum.co
m

(514) 247-1761

www.suzannahbaum.com



“ The success of your presentation will be judged not by the knowledge you send but by what the listener receives.”

-Lilly Walters

