The Powerful Presenter

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Inspire, don’t inform.

Answer the question:
So what?
Perform, don’t present

People remember 7-15% of what you say, but 50% of how you say it
Be Brief,
Be Brilliant,
Be Gone!
Voice Effectiveness

- Project
- Enunciate
- Vary pitch
- Vary rate
- Sound enthusiastic
Make contact with one set of eyes

Make a point … move on
Pauses

Accentuate **key points**

Allow audiences **time** to ponder a point

Add **drama** to the presentation

Give you time to **think**

Help you **assert control**
Power of non-verbals
High power  
Low power  
Gestures

No fig leaves
No hands in pockets
No defensive body postures
Arms relaxed and at sides or above the waist
Use **Gestures Which Show...**

- Direction
- Size, Shape, or Description
- Feeling or Intensity
Set up the Story
Getting from Point A to Point B

What Challenge Do I Face?

Where Do I Want To Be?

Point A

Getting from A to B

Point B
Apply Story Principles

What are the classic story lines within an organization?

**Historical narrative**: how we got here, where we are going

**Opportunity**: There is a convergence of events that presents a new possibility

**Crossroads**: We have to pick one path to follow

**Challenges**: Our competitors have achieved something we need to do as well

**Adventure**: We can take a risk, and make a big change

**Revolution**: we are on a path to disaster – we must change
## Getting from Point A to Point B

<table>
<thead>
<tr>
<th><strong>Point A:</strong> What Challenge Do I Face?</th>
<th><strong>Point B:</strong> Where Do I Want To Be?</th>
</tr>
</thead>
<tbody>
<tr>
<td>You’ve got an unsolved problem with x</td>
<td>You’d like to solve the problem</td>
</tr>
<tr>
<td>Situation x is in disarray</td>
<td>You’d like to bring the situation into order</td>
</tr>
<tr>
<td>You don’t suspect you have a problem with x</td>
<td>You’d like to know if there is a problem</td>
</tr>
<tr>
<td>Situation x is bad and getting worse</td>
<td>You’d like to turn things around before it’s too late</td>
</tr>
<tr>
<td>There’s a great new idea out there</td>
<td>You’d like to incorporate it into what you’re doing now</td>
</tr>
<tr>
<td>There’s a bad idea out there</td>
<td>You’d like to avoid it and stick with what you’re doing</td>
</tr>
<tr>
<td>You’re not sure if we’re a good match</td>
<td>You’d like to know more so you can decide</td>
</tr>
</tbody>
</table>
Organizational Approaches

Order of Importance
Functional Context
Chronological Order
From Simple to Complex
Organizational Strategies

The Descriptive Approach
What does it do? How does it do it?

The Events Approach
What happened? Why? So what?

The Progress Report
What was planned? What was accomplished? What’s next?

The Scientific Approach
Problem, Solution, Results, Conclusion

The Needs/Satisfaction Approach
Show or create a need; then the means to satisfy it
Practice Your Entrance

Walk to the front with confidence.
Plant your feet firmly a hip’s width apart.
Breathe. Exhale a deep sigh.
Look at your audience.
“\textbf{You’re so much nicer than I thought you’d be.}”
Smile...and begin.