

### The Lost Treasure

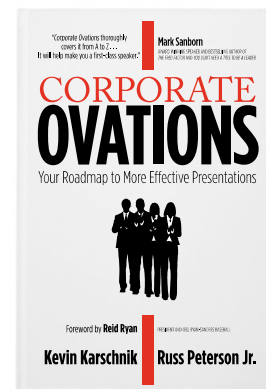
The misconception of presentations is that they are NOT seen as an investment for the company. The two lost treasures due to poor presentations are:

1. **Time** – invested by the audience only to find they didn't get what they came for.
2. **Money** – lost due to presentations and meetings dragging on much longer than necessary.

### The One Truth in Speaking

All presentation issues can be solved with one simple truth:

*"Keep the focus on the audience when preparing, developing, and delivering the presentation. This means, you need to give the audience what they came for."*



### Reference: Chapter 3: Audiences Want You to Connect

*"Speakers connect with audiences by serving them. And you serve your audience best by preparing a great presentation and by ensuring that your presentation will provide value to them."*

### Three Presentation Killers

Over 20 years of experience and working with thousands of students, Karschnik and Peterson have asked, "What makes a presentation bad?" Here is what they said:

1. The presenter took way too long to deliver the message.

#### Reference: Chapter 6: Structure the Body Presentation

*"When you don't have to think about the structure or what content you will keep or cut, you will create a presentation faster but your delivery will be longer than necessary."*

2. The speaker is nervous, unprepared, and boring. I just stopped listening.

#### Reference: Chapter 1: Overcoming Fear and Anxiety

*"If you feel something moving around in your gut . . . that's good! It means you care."*

3. The speaker is just reading from the slides.

#### Reference: Chapter 10: Using Visual Aids

*"While computer generated slides can be an effective form of visual aid (when used properly), it is important to understand and appreciate the other forms of visual aids as well."*

### Trivial Facts about the Authors

- Kevin and Russ grew up across the street from each other. They have known each other longer than they have each known their wives.
- Authors started the "Breakfast on the Rock Club" in High School
- Kevin and Russ have started 3 successful businesses (Balloons, FutureTech Training, iSpeak, Inc.)
- Authors belong to the same Fantasy Football league for over 20 years with friends from college

### Publication Details / Offers

*Corporate Oventions* is available for pre-order at 50% off the list price (\$24.95 list) until the book is released in late April, 2013. This offer can be redeemed with promo code **CORP13** at [www.iSpeak.com/store](http://www.iSpeak.com/store). *Corporate Oventions* will be available at [www.iSpeak.com/store](http://www.iSpeak.com/store) in hard back and on [www.Amazon.com](http://www.Amazon.com) in hard back & Kindle Edition.

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