

10 Steps to a Perfect 10 Blending Substance and Style in the Era of TED



Thank goodness we've transitioned to the Era of TED Talks, a refreshing upgrade from an epic of busy PowerPoint decks and White Papers masquerading as presentations.

Here's the rub - you may not be asked to give an *actual* TED talk, but you're being held to new TED-like standards.

Now is the time to discover the perfect blend of substance and style by applying **10 Steps to the Perfect 10** culled from *It's Showtime! Richard Butterfield's Power of Persuasion*.





Step 1: Apply the Preparation Protocol

The fastest and most efficient way to develop compelling content is to define these variables for each engagement.

- Context, Opportunity, Risk
- Who, Where and When
- Objectives and Obstacles
- Key Message and Theme
- Tough Questions



Step 2: Envision Your Success

Write a headline and a short summary paragraph of the online article you want to read after your presentation.

What is the one key message or call to action you want to jump from the review?

Compose a few tweets you think represent your #GoshMoments (“Gosh! – I didn’t know that... Gosh! I never thought about it that way before”)



Step 3: Employ The Hook, Promise and Roadmap

This helps *you* by forcing clarity and helps *your participants* by making your content easy to embrace.

Use a hook to **seize** attention. Comment on a current news headline, ask a rhetorical question, unveil something new ... or use a story to hook your audience and then refer to it throughout your presentation.

The **promise** *explicitly* answers the question *What's in it for me?* Describe the benefits your audience will gain from your speech. "When we're done, you'll have all the tools you need to..."

The **roadmap** is as an agenda for the audience and it backs up your promise. By giving your audience a quick preview of topics and ideas, you will make it easier for them to track and listen.



Step 4: Engage and Involve

Your audience will stay more engaged if you make your presentation interactive.

Get their wheels turning. Give them a chance to:

- Participate – engage them with questions that require answers
- Create - have them fill out quizzes, worksheets and checklists
- Process – Draw them into Q&A during the presentation.





Step 5: Less is More

Mark Twain said: “I would have written you very a short letter, but I didn’t have time.”

Reduce the Sauce - get out that stop watch and practice saying it in half the time.

Apply the Rule of Three

1. It forces you to prioritize
2. It’s easier to remember
3. It’s easier to present

Your audience will thank you for respecting the limits of their appetite.





Step 6: Make Your Ideas Portable

Successful presentations resonate and inform far into the future.

To help your ideas “stick,” compose pithy phrases and quotable quotes your audience can repeat to amplify your message.

Use **Powerbites** to craft clear, portable messages. What’s a Powerbite?: Start by stating your your conclusion. Next, provide three pieces of supporting evidence. Then tell us what it all means to us or what we should do.

Tell a great **Story**. Stories speak to the heart. Stories are dramatic. Stories are memorable. And most importantly – stories are persuasive.

Step 7: Make Your Deck Presentable

Don't succumb to the presentation as White Paper mentality. Your deck should be designed to be *presented* – not read.

Begin by asking a simple question – Do I need a visual supplement or can I paint the picture with words?

Next add pictures, photos, symbols or use props! Layer in clean, simple graphs and charts.

When you have to use words - abide by a simple rule: three bullets per slide and three to five words per bullet.





Step 8: **Practice, Practice, Practice!**

How do you get to Carnegie Hall? – Practice:

- Your opening and your close first and most. This is when your audience will be most attentive.
- Story Arc. If using slides, voice out loud the key message or lesson in each slide.
- Transitions between sections of your session, and more importantly between presenters.
- Anticipate and practice addressing difficult questions.



Step 9: **Think Like a Producer/Director**

Run – don’t walk – to meet and engage with the people “producing” your room. They are your allies; walk the stage early and ask for adjustments, or even reconfigurations, to best accommodate your needs.

If using A/V equipment, set up and test long before your audience arrives.

Literally “walk through” your entrances and exits, your dramatic gestures and powerful pauses.

Warm up vocally and practice using variety in volume, pitch, inflection, rate and cadence.



Step 10 It's Showtime!

Whatever your passion: if you want to move your audience you'll need to commit to engage with them – *right here, right now, in the moment.*

Dare to be present, to play catch *with* them, to have faith in all the hard work you've done to get to this moment.

Take a deep breath. Trust in your passion and your preparation and let the energy flow from you to your audience ... take stage ... connect!

But wait, there's more!

Many of these tips come from It's Showtime! *Richard Butterfield's Power of Persuasion*, which can be purchased through [Amazon](#), or in formats compatible with your Kindle, iBook reader or Nook.

Subscribe to our [YouTube channel](#) and follow us on [Twitter](#) and [Facebook](#) for more tips and new opportunities to improve your presentation and communication skills.

