

# David's top tips on how to gobsmack your audience

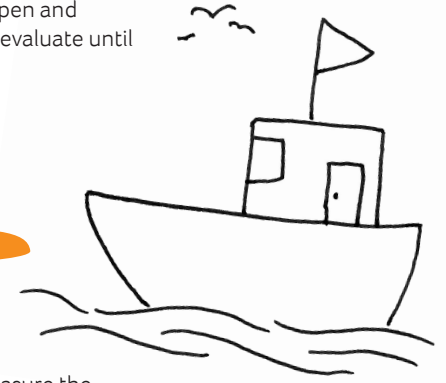


Firstly, figure out what you want the audience to UNDERSTAND, FEEL and DO (UFD) as a result of your presentation. What you come up with under these headings should guide all your planning as it will keep you focused on the key messages and style of delivery required

Now think about your audience. Here are some questions to help you:

- what do you know about them?
- what are they expecting?
- how much knowledge will they already have about you and your subject?
- how do they feel about your chosen subject?
- what's happening before your presentation and what clues does knowing this give you as to how they might be feeling?

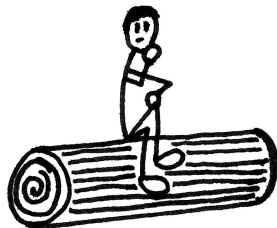
Now make the connection between your UFD and your audience by making a list of everything and anything that you could put into your presentation. Be open and creative with this list and don't attempt to evaluate until the ideas have completely dried up



learning to gobsmack your audience starts with really understanding your audience, what they need and what floats their boats

## What's it all about?

Still our most requested subject for training and coaching, still our highest scoring workshop and still David's favourite subject. Whether you believe presenting to a group is an art, a science or down to 'the luck of the gods' doing it well is a necessity for leaders and a massive career booster for everyone else



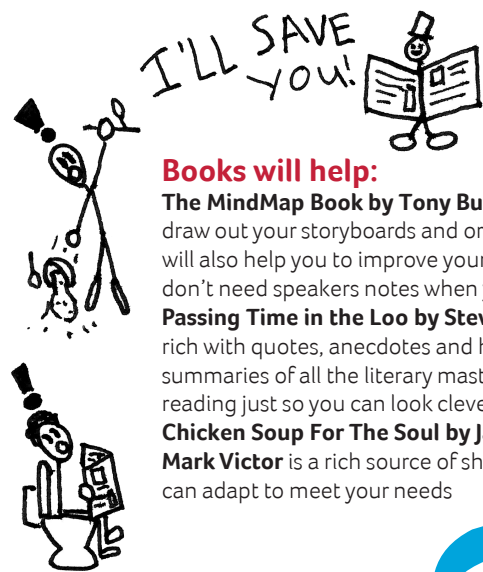
## Our philosophy on presenting well

Whilst it's feared by many and described as 'a skill you're born with' by some, we believe (and have proved over and over again) that pretty much everyone can get to a standard of presenting where they 'gobsmack' their audiences



## Who will benefit

Anyone who has to present as part of their role or will have to as their career progresses. Anyone who feels nervous about presenting and anyone planning a best man's speech!

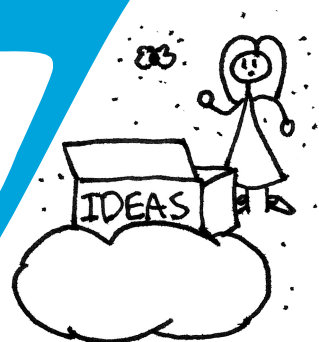
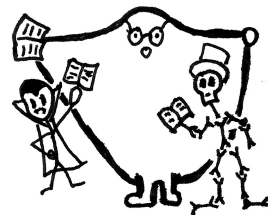


## Books will help:

**The MindMap Book** by Tony Buzan will help you to draw out your storyboards and organise your ideas. It will also help you to improve your memory so you don't need speakers notes when you present  
**Passing Time in the Loo** by Steven W. Anderson is rich with quotes, anecdotes and has page-long summaries of all the literary masterpieces. It's worth reading just so you can look clever at parties  
**Chicken Soup For The Soul** by Jack Canfield and Mark Victor is a rich source of short stories that you can adapt to meet your needs

## Visit these websites:

**www.quoteland.com** for a rich source of quotes that are all beautifully categorised for you  
**www.ahajokes.com** we reckon that you can figure out what this one is for. The site claims that all the jokes are tasteful. We can't vouch for that though!



## Or give us a shout on

+44(0)1858 461071 / hello@rambutan.biz / **www.rambutan.biz** and we'll give you magic dust ideas for any type of presentation or topic

know thy audience



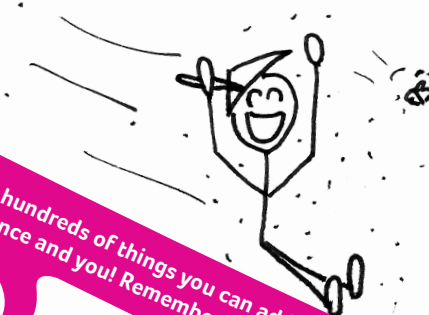
draw the story

take your huge and brilliant list of ideas and draw a story board or mindmap of how your presentation could fit together. Use images and coloured pens as this will help you to remember the presentation when you come to present it and make it easy to create any media to support your story. Please note we have not yet even been tempted to click on PowerPoint

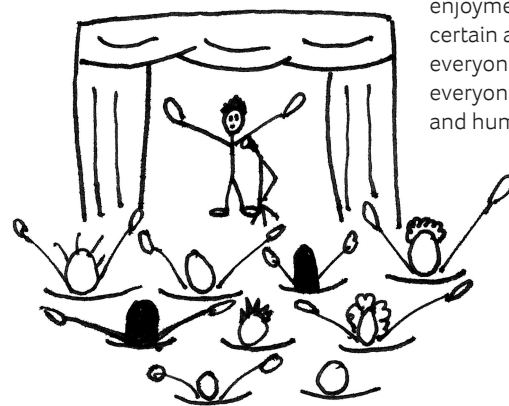
Fit your story into three key chunks. The introduction (a.k.a- tell 'em what you are going to tell 'em), the body (a.k.a- tell 'em) and the summary (a.k.a- tell 'em what you told 'em). Then take the body and break this down further into three chunks. For a presentation of around 20 minutes (the average maximum human concentration limit) this will be enough content. Grouping your information into threes makes it very easy for the audience and having the key messages in the introduction and again in the summary plays into the primacy and recency principle, i.e. we find it easier to remember what we see/hear first and last

Now choose a media and tone that best supports your story. If your storyboard/mindmap is neat enough, then just use that. A very small percentage of your message will be remembered because of the words you use, so the images, body language and tone are critical. There are some rules for this you might find helpful:

- it should enhance what you're saying not compete with you so make sure, for example, if you use handouts they don't tempt your audience to read ahead of the presentation or worse still, doodle
- it should be highly visual and varied (video, posters, props, graphs, charts and photographs) but again it should not detract from you or your key message. It can be PowerPoint, the rules for which follow the general Gobsmack rules (primacy and recency, grouping in threes, highly visual and not so many words that the audience ends up reading the slide rather than listening to you!)
- tone needs to be decided for the overall presentation (e.g. are you going for chatty/informal or professional/serious) and then for individual elements of your story (e.g. which bits need to be loud, quiet, fast, slow, contain expression?)



Humour is a great way to aid enjoyment and memory but only for certain audiences and subjects. Not everyone is a comedy genius but everyone can use Google to find jokes and humorous pictures



Interaction is key because if the audience feel part of the 'show' they are much more likely to stay engaged and onside. There are many ways to do this from a simple show of hands, to asking for volunteers to demonstrate something, to group discussions. The bigger the audience the more skill is required to keep things on track when you use interaction. It comes with the danger of losing control but if planned properly then it's a must!

the magic dust

there are hundreds of things you can add to your story to make it more memorable and make it more enjoyable for your audience and you! Remember that these too should not detract from your brilliance or your key message



Lovely linguistics can really help you to look dead clever and get your message across. Quotes, metaphors, analogies and paradoxes can inspire your audience and give you some halo effect credibility from the source or person you are quoting. Again, not everyone is Shakespeare but there are books that contain enough samples of this sort of thing to last you a lifetime

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