



Presenting

Professor Jon Kolko



1/

Every presentation is a chance for you to  
gain or lose something.

2/

Every presentation is a structured conversation – even if you are the only one talking.

3/

You feed the energy in the room. Your participants consume it.

content

semantics

audience



What you say:  
preparing



Set up the room.






Know your technology.

Tailor your material to your audience.

Remember what it's like not to know.

Build a narrative arc to support learning.

Sign post.

<p>Preparation and Practice</p> 	<p>Overview (Top Three Things!)</p>	<p>Every presentation is a chance for you to gain or lose something.</p>	<p>Every presentation is a structured conversation - even if you are the only one talking.</p>	<p>You feed the energy in the room. Your participants consume it.</p>	<p>content    semantics    audience</p>	<p>Content</p>
<p>What you say: preparing</p>	<p>Set up the room.</p>	<p>Know your technology.</p>	<p>Tailor your material to your audience.</p>	<p>Remember what it's like not to know.</p>	<p>Build a narrative arc to support learning: use sign-posting to show progress.</p>	<p>Draw the presentation, first.</p>
<p>One thought per slide</p>	<p>Whole page imagery</p>			<p>Practice, but do not memorize.</p>	<p>Details matter!</p>	
	<p>What you say: beginning</p>	<p>Your introduction must be delivered well. Rehearse it until you know it cold.</p>	<p><i>"If you remember just one thing as you leave here today, remember this..."</i></p>	<p><i>"Our objective today is to generate six concepts that will provide..."</i></p>	<p>Frame the discussion (pee in the corner)</p>	<p>Bill's Dragon and Billboards</p> <p>Read the address to the audience and identify the main message. The main message is the one that you want to communicate. It is the one that you want to remember. It is the one that you want to act on.</p> <p>Read the address to the audience and identify the main message. The main message is the one that you want to communicate. It is the one that you want to remember. It is the one that you want to act on.</p>
<p>Bill's Dragon and Billboards</p> <p>Read the address to the audience and identify the main message. The main message is the one that you want to communicate. It is the one that you want to remember. It is the one that you want to act on.</p>	<p>Bill's Dragon and Billboards</p> <p>Read the address to the audience and identify the main message. The main message is the one that you want to communicate. It is the one that you want to remember. It is the one that you want to act on.</p>	<p>Bill's Dragon and Billboards</p> <p>Read the address to the audience and identify the main message. The main message is the one that you want to communicate. It is the one that you want to remember. It is the one that you want to act on.</p>	<p>What you say: your content</p>	<p>You must intimately know the content.</p>	<p>Confidence.</p>	<p>A powerpoint is for you, not them.</p>

Draw the presentation, first.



One thought per slide

Whole page imagery

A close-up, low-angle shot of a dense crowd of people at a concert or festival. The scene is filled with numerous arms raised in the air, some with hands open, some with fingers spread, and some with hands clasped. The lighting is warm and dramatic, with strong highlights on the skin and hair, and deep shadows in the background. The overall atmosphere is one of excitement and collective energy. The text "Whole page imagery" is centered over the image in a white, sans-serif font.

Whole page imagery

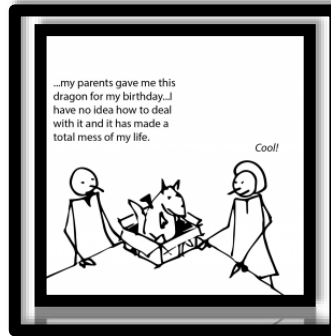
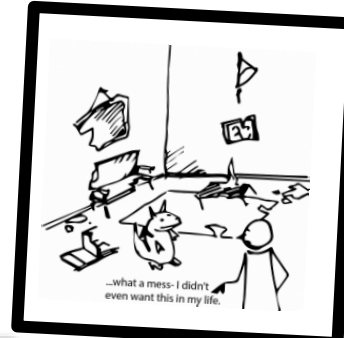
A close-up, low-angle shot of a dense crowd of people at a concert or festival. The scene is dimly lit with warm, golden light, likely from stage lights. Many people have their arms raised, with hands open or clapping, creating a sense of movement and energy. The focus is on the hands and forearms in the foreground, with faces and hair visible in the background. The overall atmosphere is one of excitement and collective participation.

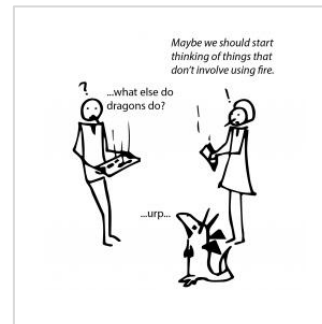
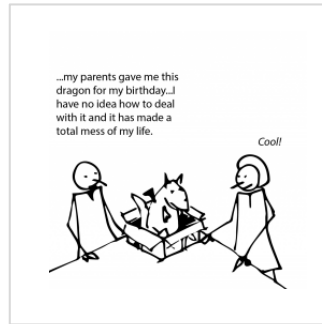
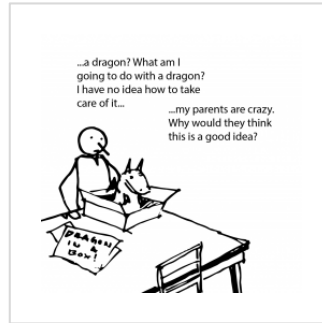
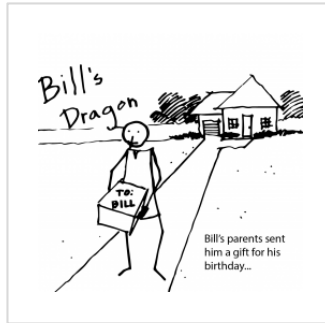
Whole page imagery

Practice, but do not memorize.

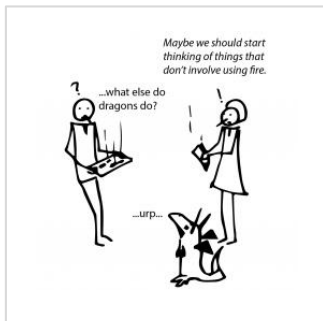
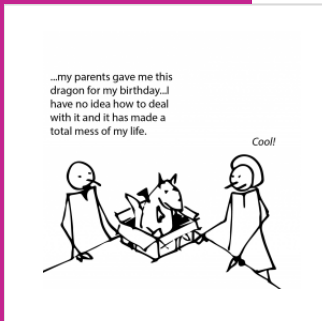
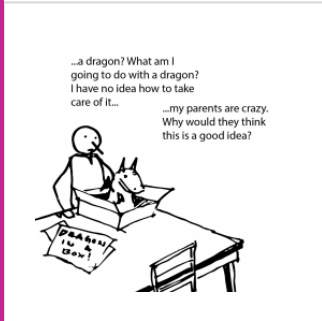
Details matter!

# Bill's 'Dragon









What you say:  
beginning

Your introduction must be delivered well.  
Rehearse it until you know it cold.

*“If you remember just one thing as you leave here today, remember this...”*

*“Our objective today is to generate six concepts that will provide...”*

Frame the discussion  
(pee in the corner)

## Set Context and Relevance

To shift the audience's mind to your context and develop some early common ground, you must clearly set the context and relevance of the facilitation to the audience.

For Example:

- Clearly outline the purpose of the session
- Place the session in context

## Set Context and Relevance

To shift the audience's mind to your context and develop some early common ground, you must clearly set the context and relevance of the facilitation to the audience.

For Example:

- Clearly outline the purpose of the session
- Place the session in context

## Gain Early Buy-In

Create the opportunity for the audience to see the direct benefit and gain early buy-in. Use language to develop unconscious buy-in.

For Example:

- Make them want to know
- Tell them "What's in it for them"
- Make them curious for more information



## Set Context and Relevance

To shift the audience's mind to your context and develop some early common ground, you must clearly set the context and relevance of the facilitation to the audience.

For Example:

- Clearly outline the purpose of the session
- Place the session in context

## Gain Early Buy-In

Create the opportunity for the audience to see the direct benefit and gain early buy-in. Use language to develop unconscious buy-in.

For Example:

- Make them want to know
- Tell them "What's in it for them"
- Make them curious for more information

## Deal With Concerns

Where there are known or clearly anticipated objections that will influence the receptiveness of the audience, acknowledge them to consciously set them aside.

For Example:

- "You may be thinking..."
- "Typically..."
- "Generally..."

## Set Context and Relevance

To shift the audience's mind to your context and develop some early common ground, you must clearly set the context and relevance of the facilitation to the audience.

For Example:

- Clearly outline the purpose of the session
- Place the session in context

## Gain Early Buy-In

Create the opportunity for the audience to see the direct benefit and gain early buy-in. Use language to develop unconscious buy-in.

For Example:

- Make them want to know
- Tell them "What's in it for them"
- Make them curious for more information

## Deal With Concerns

Where there are known or clearly anticipated objections that will influence the receptiveness of the audience, acknowledge them to consciously set them aside.

For Example:

- "You may be thinking..."
- "Typically..."
- "Generally..."

## Guide Thinking/Establish Rules

Direct the audience's mind to issues you want them to be focusing on and the mindset they need to successfully work through the agenda. Suggest to them how you want them to think and behave during the meeting.

For Example:

- "Please keep an open mind..."
- "I would ask that you..."

What you say:  
your content

You must intimately know the content.

Confidence.

A powerpoint is for you, not them.

Do. Not. Read. Your. Slides.

What you say:  
ending



Conclude in control.

Encourage questions throughout,  
but be ready to defer.

Understand the question, or don't answer it.

Ask for clarification.

Repeat or rephrase the question.

Do not get defensive.

Take the applause.

What you say:  
emergencies

Cool and collected

Backup presentation on usb

Backup presentation as pdf



Backup presentation on your phone

Backup presentation printed

Backup presentation in your head

Hostility



# 1. Posture

1. Posture
2. Facial Expression

1. Posture
2. Facial Expression
3. Eye Contact



1. Posture
2. Facial Expression
3. Eye Contact
4. Movement

1. Posture
2. Facial Expression
3. Eye Contact
4. Movement
5. Voice

1. Posture
2. Facial Expression
3. Eye Contact
4. Movement
5. Voice
6. Gesture

1. Posture
2. Facial Expression
3. Eye Contact
4. Movement
5. Voice
6. Gesture
7. Competence



What do they know?

What do they want?

What do they fear?



Do your homework.

Watch their body language.



content

semantics

audience

1/

Every presentation is a chance for you to  
gain or lose something.

2/

Every presentation is a structured conversation – even if you are the only one talking.

3/

You feed the energy in the room. Your participants consume it.

ac4d