



3 Minute Mentor

Episode 32 Show Notes

Episode 32: How do I give better presentations?

Like email, people are lazy and do not think about how to build good presentations
This week we explore 4 things to make presentations better.



1. Shorter is better

- It's not about how many charts you have but how many you need to make your case
- [Guy Kawasaki theory - 10/20/30](#) – 10 charts for 20 minutes with 30 points
- An image or chart is always better - it can save many words

2. Make your case

- Making your case is an unemotional, factual approach (using numbers and facts)
 - ① Factual Analysis of current position
 - ② Articulation of what the problem that causes (may not be obvious to all)
 - ③ List the possible alternatives
 - ④ Highlight the proposal you want to follow

3. Present to the audience not the charts

- If you want me to read the charts, send them to me
- By reading the chart it says you are overly impressed with what you wrote
- I try and think “here is the point of this chart”, and then make it

4. Don't ask for something that is under your control

- Typically you do not need to ask to spend your budget or hire people you have budget for
- You should say what you are going to do and how you have it covered
- Otherwise you need the business case as to why you should get the resources

Bottom Line: The most effective presenters think about what their audience needs to hear and not just what they want to say.