

Colorado Municipal League

Presentation Skills: No One Has The Right To Be Boring



Your worst nightmare

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Brought To You

By

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Be at ease communicating with humans!

17 tips in 10.5 minutes

1. Stop _____ . The brain ignores bland. So startle occasionally.
2. _____ Rule. No one is upset if you end early.
3. Establish _____ before revealing your
_____.
4. Have a _____ with your audience
5. Use a _____ for each slide. Make it a positive promise.
6. _____ is a magic number.
7. Start where _____ is and take them with you.
8. A.D.A. _____, _____,
_____.
9. Use short _____ and short _____.
10. Don't tell _____.
11. Use _____ the audience relates to.
12. Don't have _____ the last thing on the agenda.
13. Connect _____, _____ and
_____.
14. Summarize _____ and often.
15. Work on your _____ variety.
16. Determine why you're _____ about your topic and
broadcast that. Tap into the power of mirroring.

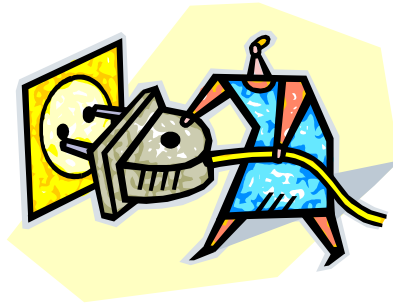
A quiz or quick tip activity is a good way to engage the audience, wake them up and introduce or summarize information.

Simple 5 Step Organization

- 1. Get right to the point.** Here's the burning issue, or problem.
- 2. Give a quick overview.** Background. What's the history, the current situation.
- 3. Make the point tangible.** Example, visual, statistic, story:
- 4. They payoff of change.** What's in it for you; what this will mean for you is:
- 5. Here's what I need from you.** How we get the ball rolling so your problems will be solved.

“The very best impromptu speeches are the ones written well in advance. “
Ruth Gordon

CONNECTORS



Make a Great First, Middle and Last Impression

“Although the aim of a sculptor is to convince us that he is a sculptor, the aim of an orator is to convince us he is NOT an orator.” George Will

1. **Rhetorical Question:** “Many of you have probably asked yourself...” or “Think about what it would be like to pay half your income for water.”
2. **Story/Anecdote:** You’ve got a million of them from your professional and personal experience. Start collecting them, organizing them and storing them.
3. **Metaphor/Analogy:** “Going to the grocery on Saturday was like standing in line at Disney Land.” “Finding a safe place to go to the bathroom is like trying to find a place to park at the Super Bowl.
4. **Quote:** As Yogi Berra said, “When you come to a fork in the road, take it.”
5. **Startling fact or statement:** The US debt in 2030 is predicted to be \$32 trillion. From BusinessInsider.com.
6. **Just Imagine:** “Just imagine your community in five years.” “Just imagine you’re being written up as a leader in the CML magazine. What did you do to deserve this award? How did you do it?” “Just imagine a school full of girls who could study, graduate and go on to careers – maybe in your company.
7. **BONUS: Circle back to the opening to tie things together.**

“Creativity is the power to connect the seemingly unconnected.” **William Plom**

Actions You'll Take To Go From Boring To Bodacious!

If I can be helpful to you and your community in any way, just whistle!

Karen Susman

About Karen

Since 1983, Denver's Karen Susman has coached, trained and spoken internationally on presentation and communication skills. She was an adjunct professor at Regis University.

She's written four guidebooks on Building Community Involvement, Networking, Humor and Time Management. She's the author of the forthcoming book, **Technically Speaking**. (You can download a chapter of the book at www.karensusman.com/technically-speaking-book/)

Her clients include:

- CML and municipal leagues in Missouri, California, Washington, Wyoming, New Jersey, New Mexico, Pennsylvania, Georgia and Texas
- National League of Cities
- International Institute of Municipal Clerks
- Colorado City/County Managers Association
- Cities of Lakewood, Englewood, Louisville, Littleton
- American Public Works Association
- ICMA

Karen is known for solid, implementable content and humor and her love of her pooches, Cody and Billie Jean.

