DISCUSSION QUESTIONS: THE SECRETS OF KILLER PRESENTATIONS

1. Discuss ways that an introductory story can help your audience retain more information from your presentations.

2. Which of the following story ideas will captivate an audience and help them pay attention during your presentations? Why?
   a) Providing a history of the company
   b) Staging a three minute introduction to your past professional experiences
   c) Stating a fact that would be unexpected to the people in the audience
   d) Presenting the charted growth statistics of the last fiscal year

3. When giving a presentation, what steps can you take to suppress the urge to talk about yourself (and keep the “Narcissism Ratio” in check)?

4. What value is there in providing a map or plan for where a presentation is going?

5. What does the headline “1,000 songs in your pocket” achieve that the headline “iPod: The new device that is able to contain many songs in a small amount of space and why you should desire to have one” does not? Try writing a compelling headline for one of your presentations.

6. Which of the four styles of communication represents the audience you most regularly present to? How can you tell?

7. What is an appropriate design aesthetic for a presentation you would give? Is cutting edge design appropriate for your audience? Why or why not?