



***Captivate:
Presentations That Engage and
Win Over Today's Audiences***
NALP 2016

#1 Takeaway

I. Open Big

SPARQ Interest in Your Presentation

There is a brief window of opportunity at the beginning of every presentation (about 30 seconds long) in which the audience's attention is heightened and they are eager to hear what you have to say. A good speaker needs to capitalize on this with a strong, unexpected opening that creates anticipation and sets up the topic.

How are you going to get their attention?

S

P

A

R

Q

Your SPARQ needs to be: 1. Interesting 2. Relevant 3. Quick

Use SPARQs throughout your talk to: a) introduce a point, b) invigorate dry subject matter, c) get your audience thinking, or d) cement an idea in their mind.

"I'm going to SPARQ interest in my next presentation by..."

II. Make It A Conversation

1. Solicit _____.
2. _____ questions.
3. Consider _____ handouts.
4. Include planned _____ time.
5. Use “_____” vs. “____” language.

Beware the Expert's Paradox...

Average audience attention span is ____ - ____ minutes.

III. Speak Confidently

Eye-To-Eye Contact (the #1 trust-building skill)

Your most powerful communication tool and the #1 way to build trust with your audience.

1. _____ eyes with one person.
2. Deliver a complete _____ to him/her.
3. _____ briefly while you look for someone else to talk to.
4. _____ the process.

_____ is a NO-NO.

Advantages of Eye-To-Eye Contact

- Shrinks the room
- Conveys trust
- Shows confidence
- Focuses your thinking
- Allows you to read the audience
- Compels people to listen

Strong Physical Delivery Skills (from the neck down)

Trust is enhanced or destroyed by the physical manner in which you deliver the presentation. A beautifully written and constructed presentation may be rendered ineffective if you don't consider your physical delivery skills.

Physical Traps to Avoid:

- Krazy Glue -
- The Catwalk -
- Happy Feet -
- Fashion Faux Pas -

Vocal Traps to Avoid:

- Too Quiet -
- Too Mushy -
- Too Flat -

The Presentation Green Zone

IV. Bonus: Audience Choice

This is your chance to ask any presentation-related question in a safe environment. Think of this breakout session as a circle of trust and you're inside the circle.

If you don't want to ask a question the old fashioned way, you're welcome to text your question to Steve at 314-401-0066.

V. Great Resources

Finding Good Quotes

- www.ThinkExist.com - scores of searchable thought-provoking quotes
- www.brainyquote.com - similar to Think Exist above
- www.great-quotes.com – over 54,000 quotes
- www.quoteland.com – thousands of quotes searchable by category
- In Google, type key word(s) for which you need a quote, then add a plus sign and the word quote
 - Example: “opportunity” + quote
 - Google will then find a huge list of quotes that has the word “opportunity” in them
 - This approach works well for lesser-known quotes that may not necessarily be found in traditional quote sites like the ones listed above

Images/Pictures

- Free Sites
 - www.google.com (Google Images) – these are free images, **YOU MUST GET PERMISSION FROM THE IMAGE’S OWNER BEFORE YOU CAN USE THEM (Yes, I’m yelling.)**
 - www.flickr.com/creativecommons – thousands of royalty free images
 - www.pixabay.com – large free database of images
- Pay-per-Image Sites
 - www.123rf.com – download great images for \$1, \$2 or \$3 apiece
 - www.fotolia.com – similar to 123rf.com above
 - www.adobestock.com – thousands of good images

Public Speaking Practice

- www.toastmasters.org – Toastmasters International is a worldwide organization whose sole purpose is to help people improve their public speaking skills. They boast more than 70,000 members worldwide, it only costs about \$70/year.

For Further Reading (or in case the internet goes down)

COMING JUNE 2016! Hughes, Steve. Captivate: Presentations That Engage and Win Over Today's Audiences. Seattle: Amazon, 2016.

Atkinson, Cliff. Beyond Bullet Points: Using Microsoft PowerPoint to Create Presentations That Inform, Motivate, and Inspire. Redmond, Washington: Microsoft Press, 2005.

Reynolds, Garr. Presentation Zen: Simple Ideas on Presentation Design and Delivery. Berkeley, CA: New Riders, 2008.

Simmons, Annette. The Story Factor: Inspiration, Influence, and Persuasion Through the Art of Storytelling. New York: Perseus Publishing, 2001.

Zelazny, Gene. Say It With Charts. New York: McGraw-Hill, 2001.

About the Consultant:



Steve Hughes is President ***Hit Your Stride, LLC***, a communications consultancy that helps people look and sound smart when they talk. He is the author of the forthcoming book Captivate and his seminars have been featured on NPR, CBS, and BBC Radio. He is also the proud creator of “International Be Kind to Lawyers Day” (observed annually on the second Tuesday in April).

Today Steve works with a host of blue chip clients including:

- **Law Firms:** *Kirkland & Ellis, Shearman & Sterling, Fox Rothschild, Seyfarth Shaw, Crowell & Moring, Cravath, Bryan Cave*
- **State Bar Associations:** *Illinois, Ohio, Oklahoma, Michigan, Minnesota, Missouri, Pennsylvania, Virginia, Wisconsin, Utah*
- **Law Schools:** *UCLA, Virginia, Boston College, Georgetown, JAG Corps, Minnesota, Missouri, Loyola, Washington U. (St. Louis)*
- **Fortune 500:** *Boeing, MetLife, Nestle Purina, MasterCard, Microsoft*
- **Associations:** *Association of Corporate Counsel, ACLEA, Law School Admission Council, Legal Marketing Association, NALP, ASTD*

Prior to launching Hit Your Stride, Steve was the co-owner of an award-winning 40-person advertising agency in St. Louis where he delivered hundreds of presentations with millions of dollars on the line.

Steve holds a BA in French Literature and European History from the University of Kansas and an MBA in Marketing from Washington University in St. Louis, where he was awarded the prestigious Olin Cup.

Steve’s Other Programs:

- “Influence: The Art & Science of Changing Minds”
- “You’re Hired! Get Out There, Get Noticed, and Get a Great Legal Job”
- “Unflappable: How to Think on Your Feet When the Stakes Are High”
- “Wildfire: Creating Interest in Your Practice with Everyone You Meet”
- “Instant Access: Making Great and Lasting First Impressions”
- “Business Card to Billable Client: Cultivating Relationships Along Every Step of the BD Process”
- “Virtual Magic: Presenting with Excellence over the Phone/Web”

“The only reason to stand up and give a speech is to change the world.”

~ John F. Kennedy