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## Presentation secrets of steve jobs pdf

Has Presentation Secrets of Steve Jobs Carmine Gallo sat on your reading list? Take the key ideas in the book with this quick summary. The audience is captivated by the story you tell, not the slides it tells. Forget your computer and project the presentation of the storyline on paper first. Only when you are satisfied with the narrative should you go to the slides. Nancy Duarte, writer and graphic designer of Al Gore's blockbuster global warming documentary Inconvenient Truth, said presenters should use twice as much time planning their presentations on paper as they create actual slides. Start planning by deciding on one key message you want to leave your audience with, and make it headline your presentation. It should be similar to a Twitter post: short, memorable and attention-grabbing. If you're launching a new product or service, your key message should describe how it will benefit your customers. Repeat the key message several times during the presentation to make it stick. If you're doing a great presentation, the audience and the press may well be looking for the right words to describe what they saw afterwards. With a key message, you can give them a memorable phrase of your choice. For example, when Steve Jobs introduced the iPhone, he gave the media a ready-to-use headline: Today, Apple is reinventing the phone. To make the presentation successful, plan your storyline and key message carefully. As with all things, practice makes perfect. Relentless practice can turn anyone into a naturally charismatic presenter. Steve Jobs practiced his presentations for hours, even days, to make everything look easy and smooth. Even Winston Churchill's extemporaneous, off-the-cuff speeches were, in fact, meticulously rehearsed. Rehearse your presentation to the point where you don't need notes. Where you absolutely have to use notes, as for a step-by-step demonstration, have no more than three or four short bullet points with keywords on the slide. Place notes where you can look at them discreetly or even better, mentally connect the keywords with the image on the slide and use this image as the note itself. To help in rehearsal, consider using a video camera to record yourself as you practice. Browse the material to see where you stumble, seem nervous or where your voice trails away, and rehearse these parts especially. To get a valuable second opinion, ask a friend to watch a video with you. To make your presentation great, you have to practice relentlessly. Even the most experienced speakers face challenges from time to time: demonstrations may not The computer may come out of the crash or the slide may be missed. If your presentation really fails, don't get excited. If the problem is not very obvious, don't draw attention to it or apologize, just just Move. If you can't ignore the problem, just laugh it off and move on. Viewers want to forgive minor glitches, so you can continue the story, but only if you don't collapse into a sobbing wreck at the first sign of trouble. Difficult questions asked during the presentation are also a potential avoidable stumbling block. Use the bucket method to prepare for questions and you won't be taken by surprise just as easily. In the bucket method, first identify the general issues you can expect. Next, categorize questions based on their theme into buckets and draft a general answer to each bucket. Make the answer broad enough to cover all the different language of the questions in this bucket. During the presentation, if the question contains a key trigger word, you can confidently give a ready answer to the appropriate bucket. For example, before Hillary Clinton became Secretary of State, she held a press conference where she expected reporters to ask about her husband's international foundation and possible conflicts of interest. Her prepared answer would be appropriate for many possible questions on this topic: I am very proud to be the president-elect's nominee for secretary of state, and I am very proud to be my husband and the Clinton Foundation... have achieved as well. Don't let the unexpected ruin your presentation; Be prepared for trouble. Whether it's a presentation, press release or advertisement, every communicate you craft should always answer one key question every recipient thinks: Why should I care about it? They have to take care because you give them a solution to their problems. In order to offer a solution, you must first enter the problem, the villain of your story; Describe a situation where people are frustrated by the lack of a product like yours (or dim competing products). Use material details and really build pain in the mind of your audience. Now it's time for your hero product to solve the problem and kill the villain. In plain English, without jargon or buzzwords, explain how your product solves an audience problem. This should be one main thing that your audience will remember from your presentation, so mention it at least twice. When Steve Jobs introduced the iPod, he first described the problem to the audience, listing the various expensive and cumbersome ways of listening to music on the go, like a famously bulky portable CD player. He then showed the hero: the iPod, which for the first time allowed people to keep all their music libraries in their pockets. What you are really selling is the promise of a better life, free of the problems that you have brightly colored. It will also help you bring passion to your presentation. Steve Jobs was fascinated by the problems his products can solve and is one quality all inspirational communicators have in common. To get the audience's attention, tell us how you'll solve their problems. The brain is fundamentally a lazy organ, so you need to make things easy for your audience. Make slides as easy as possible by typing just one theme into the slide. Remember that you want people to pay attention to what you say rather than trying to read what is written. So avoid using bullet points or long sentences. Most presenters like cramming their slides as fully as possible without realizing that extraneous information is hindering rather than helping learning. In contrast, Steve Jobs often used zen-like slides with only one image or word displayed. You, too, have to build visually appealing and aesthetic slides, preferring simple images to boring text. Linking an image to verbal information dramatically improves people's ability to remember this information. Apply the same principle of simplicity to your language: speak simple and use plain English, avoiding industry jargon or incomprehensible buzzwords. Remember that you speak for the good of the audience, not for looking smart. Finally, use rhetorical devices such as analogies and metaphors to really evoke strong images in the heads of your audience. Steve Jobs liked to compare new products with famous ones to really drive home a message, such as an iPod Shuffle smaller and lighter than a pack of gum. Don't overwhelm your audience; simplify slides and language. The data may be useful for backing up time for a key presentation topic, but nothing puts the audience to sleep faster than overloading numbers. To avoid this, you have to be very selective with what data you use. Simplify your data with analogies and metaphors. This is especially important for large numbers that can be difficult to understand on their own. For example, when IBM launched the superfast supercomputer The Roadrunner, they didn't just describe its speed as one petaflop per second. Instead, they said you'll need a stack of laptops 1.5 miles high to match the speed of the Roadrunner. This gave the audience a much more tangible metaphor. Make the data resonate with the audience by making it specific, contextual, and relevant to the audience. When Steve Jobs introduced the iPod, he didn't just explain that it had 5GB of memory and weighed 6.5 ounces. Instead, he said he could hold 1,000 songs, and physically demonstrated how small he was to fit in his pocket. The image of the music player in your pocket was easy for the audience to understand and remember, while a specific number of 1000 songs is relevant to every music fan in the room. Use the data sparingly and make it easy for to understand. Rule three is a powerful concept in communication theory. It states that lists of three are inherently effective because they feel more natural than lists of other lengths. Steve Jobs said the iPhone combines three devices (touch screen iPod, phone and internet communicator). John F. Kennedy has listed three major investments needed for the U.S. to win the space race, and you're probably expecting a third example because lists of three come so naturally. Grouping themes, themes and individual sentences into lists and gravy of the three maximizes their impact. People can usually remember only three important points from any presentation. To take advantage of this fact, you have to compile a list of all the points you want to make and then cluster and categorize them until you are left with only three key messages. Use these three key points as an oral roadmap that you will outline at the beginning of the presentation. The roadmap will serve as a guide to your audience and help them keep up as you move through the presentation. Use rule three. If you want to make your presentation really memorable, give your audience a Holy Shit Moment. Plan and rehearse a revelation that will trigger an emotional response. People may forget your slides, your product and even yourself, but they will never forget how you made them feel. Emotionally charged events stick to your memory, as Mental Post-It notes. Holy Shit Moment can be something exhilarating, like Steve Jobs pulling a MacBook Air out of a Manila envelope to showcase his thinness, or something cute as an organic food farmer explaining how he can hug his children right after work without toxic pesticides on his clothes. As long as there is a well-rehearsed but amazing emotional revelation, it will be the most memorable thing in your entire presentation. Another way to enhance the emotional content of a presentation is to use language that is simple, specific and emotional. Forget about buzzwords and confusing jargon, use descriptive, lightning-fast words and superb words to convey how excited you are about your presentation. For example, Steve Jobs said that the buttons on the new OS X interface looked so good you want to lick them. Make your presentation a stick, including emotional details. According to some studies, nonverbal cues and tone of voice are more important than the actual words spoken. They are the reason Steve Jobs' stage presence exudes the power and trust he makes. See yourself as the leader you want to be. Forget standing behind the podium, monotonously reading from notes with hands, tough next to you. Instead, stand so there is nothing between you and your audience, maintain eye contact and use bright hand gestures to spice up your delivery. Pauses, different volume levels and different inflections to activate your speech. Remember, while Steve Jobs may have been able to dress up in sneakers, jeans and a mock turtleneck, turtleneck, should also strive to dress up as the leader you want to be, that is, a little better than anyone else in the room, as long as it is suitable for the culture of the company. To better understand any flaws in your delivery, videotape yourself rehearsing. Remember that even on video you have to exude energy and look like you have fun, both informing and entertaining the audience. If you don't seem to get to that goal, try to really go overboard with your energy. Chances are this way you get it at the right time. The way you talk and watch may be more important than what you say. Using different kinds of media makes your message stick. By using live demos, video clips, and props to hand out, you can help every type of student in the audience understand your message. People learn differently: some respond best to visual information, others to auditory stimulus, and others still have a nosy experience (touching, moving and doing things). Studies have shown that using multiple media in a presentation can greatly increase how well the audience remembers your presentation. Providing a short, simple and impressive demonstration on stage can be a very effective way to show the audience the hot features of your product. When Steve Jobs introduced the iPhone, he used Google Maps to find Starbucks close and then cranked up urged them to order 4,000 lattes to go. All this happened at a time when the audience was watching and laughing. Video clips are not usually used in most business presentations, but they are a great way to make your presentation stand out. Steve Jobs liked to show the latest Apple commercials in his presentations, sometimes repeatedly. Use videos and demonstrations as intermissions during which viewers can relax and regroup. Studies show that people are usually able to maintain a genuine interest in presentations for just ten minutes before being distracted. Relive your show with props, demonstrations and video clips. There are three important reasons why you should share the scene with other people during the presentation. First of all, your audience craves diversity. Listening to even the most charismatic speaker in the world after a while becomes boring. Getting to know your partners, celebrities or team members often comes to life with the show. Consider Steve Jobs, who was the CEO of Intel to take the stage wearing an Intel bunny suit when Apple's collaboration with Intel was announced. In 2005, when Jobs announced that all Madonna albums would be available via iTunes, the star herself appeared via video link to discuss the news. They are made for some memorable moments. Second, other speakers may be able to speak more authoritatively on some issues. For example, when Apple unveiled new laptops made from a single block of aluminum, Jobs let the design executive present an actual design design manufacturing process. Third, customer approval is the best sales tool of any company. Customers appreciate an objective opinion about products, so you should have satisfied customers and media reviewers endorsing your product as part of the presentation, preferably live or via video. Also, don't forget to sincerely thank your employees, partners, customers and audience. It helps build understanding and shows you have the integrity to give credit where the loan is due. Share the stage and fame. The key message in this book is: Present as impressively as Steve Jobs, make your presentation as easy as possible for the audience to understand and remember. The questions answered by this book: In this summary of the Presentation Secrets of Steve Jobs Carmine Gallo, How can you prepare a successful presentation? To make the presentation successful, plan your storyline and key message carefully. To make your presentation great, practice relentlessly. Don't let the unexpected ruin your presentation; Be prepared for trouble. How can you make your posts stick? To get the audience's attention, tell us how you'll solve their problems. Don't overwhelm your audience; simplify slides and language. Use the data sparingly and make it easy for the audience to understand. Use rule three. Make your presentation a stick, including emotional details. How can you distinguish your presentation from the competition? The way you talk and watch may be more important than what you say. Relive your show with props, demonstrations and video clips. Share the stage and fame offered further reading: Talk like CARMINE Gallo's TED in conversation like TED, you'll learn about the presentation strategy used by the most influential speakers in the world. Author Carmine Gallo analyzed more than 500 TED talks to identify the commonalities that make these conversations so influential and attractive. LifeClub © 2019 2019