

Create Hero Your Audience Can Relate to

- Audience to be a “Champion” of you
- Bring them into your story little by little
- Make your story “personal”



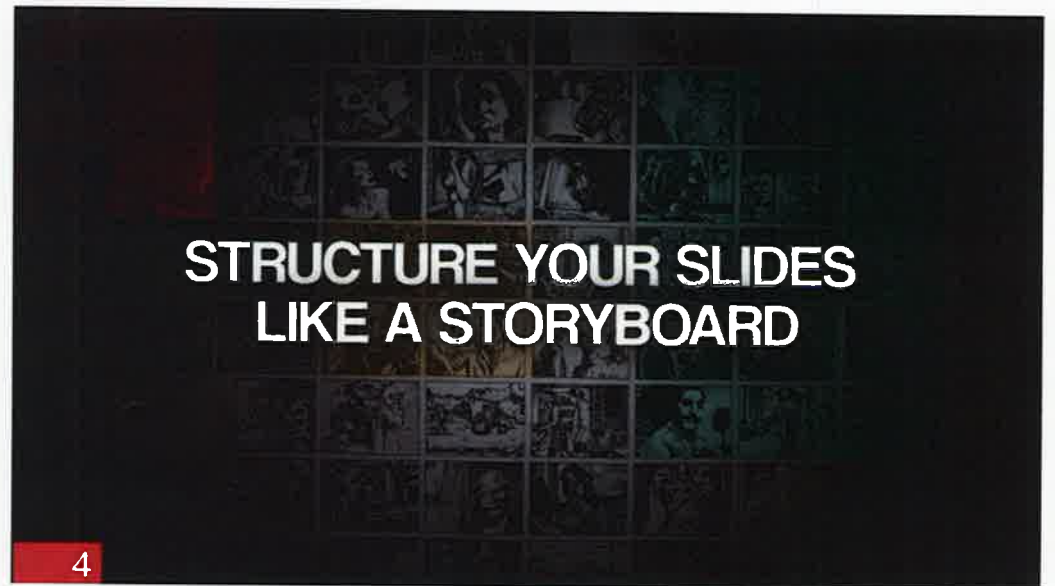
Meet the Needs of Your Audience

- Know your audience
- Meet their needs
- Bring them over to your side



Choose Your Atmosphere

- Decide what style will motivate them
- Set the mood of the room
- Match your energy with them



Create Storyboard

- Story should have continuity
- Need a beginning, middle and end
- Slides to *compliment* your story



Rehearse and be Prepared to Improvise

- Rehearses your presentation but do not memorize
- Be ready for quick changes
- Be conscious of the mood of the audience



Impress Your Audience by Being Futuristic

- “Clicker” aids with mobility
- Prezi and other tools break the one-dimensional look of powerpoint
- Use wisely



Excite and Engage

- Start strong to win attention and credibility
- Create anticipation to win engagement



Create Conflict Brings Audience to Your Side

- Fight for the survival of your idea
- Audience to feel the conflict and want to help you
- Activate their imagination



Give Your Audience a Journey

- You are responsible to train audience to join your journey
- Contract “what is” with “what could be”
- Build the momentum to complete the journey



Inspire Your Audience to Follow Your Lead

- Describe your perfect world
- Leave with a call to action

Ten Steps for Hollywood Presentation

1. Create a Hero for Your Audience
2. Meet the needs of your audience
3. Choose your atmosphere and set the tone
4. Create a storyboard
5. Rehearse and be prepared to improvise
6. Be futuristic
7. Excite and engage your audience
8. Create conflict
9. Bring your audience on a journey
10. Inspire and lead your audience