**10 mistakes in presenting**

What's the aim of a presentation?

* to inform or persuade (most keep to this only)
* to educate
* to entertain (you needn't tell a joke or be a circus clown)

Think about a powerful visual and how to present your information. Don't put it bluntly, use an intriguing way, surprise your audience, make them wonder and think along.

Do not use many words. People will remember only ca 10% of verbal info. **An image** will raise this percentage to 60-70%.

**Steve Jobs** (24.02.1955 – 5.10.2011), the co-founder, chairman and CEO of the Apple Inc., had unique presenting skills. He worked hard on elaborating them. He practisedmany hours over many weeks to have everything in place. He once spent 4 hours on the stage to review the whole PowerPoint presentation.

"The presentation secrets ofSteve Jobs" by Carmine Gallo

**10 mistakes people make when presenting**

**50% before giving the presentation:**

**1. little planning and practice**

**2. not making it relevant to the audience**

**3. lack of clarity and structure (TTT –** tell them what you're going to tell them, then tell them and then tell them what you have told them**)**

**4. too much information**

**5. lack of creativity (Big Idea)**

**50% during the presentation:**

**6. little audience interaction**

**7. visuals: too many (of them)**

 **too much (on them)**

 **none at all**

Don't rely on the PowerPoint to be the presentation, you are the presentation. 30 point font is the smallest you should use (some believe so)

**8. reading the slides or the presentation notes**

**9. "ums" (also er, ah), "so", "right", "OK", "you know", "like" ... (silence fillers)**

**10. weak opening/closing** (critical parts of the presentation)