

How to Spice Up Your Presentation with the Three E's:

Emotion, Engage & Entertain

The balanced meal plan to a stronger presentation

Meat – Potatoes – Vegetables – Spice

Why add spice to your presentation?

1. Attract
2. Relate
3. Clarify
4. Persuade
5. Remember

Emotion

The logical argument

Five key emotions

- Love
- Pride
- Greed
- Guilt
- Fear

Major spending decisions

Christmas
Mother's day
Weddings
Funerals

Beware

Other Emotions that you might trigger

Confidence

Familiar

Like

Gratitude

The universal emotional currency

What are you persuading people to do?

Buy

Trust

Invest

Work

Co-operate

Change

Demonstrate how you are like your audience

Reveal a personal flaw

Engage

Why engage?

Eye contact

Smile

Changes

Pause

Names

Key words

Voice

Questions

1. Ask

2. Answer

3. Pose

Curious

Activities – Individual – Small Group – Large Group
Games Trainers Play by Ed Scannell & John Newstrom

Entertain

Story Telling

Funny

Movement

Facial gestures

Images

Music

Video

Quotations

Analogy / Metaphor

Clever word play

Surprise / Twists

Your Presentation Map

A	B	C	D
	<u>Purpose</u>	<u>Spice</u>	<u>Technique</u>
Opening			
Point 1			
Point 2			
Point 3			
Close			

Presentation Resources

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