



# Perfect Presentation

TAKE ADVICE FROM HOLLYWOOD TO IMPROVE YOUR PUBLIC SPEAKING SKILLS.

By Patricia Fripp

Imagine that you have unlimited resources to design a speech that will make you the hottest commodity or close more sales. Where would you go to get the best writers in the world? Hollywood!

The good news is that you probably don't need the unlimited resources to get a Hollywood-worthy speech.

Just learn to adapt seven basic movie-inspired techniques to increase your impact. A stellar presentation will always give you a competitive edge, because if you have good communication skills, chances are people will remember you.

So, what makes a good Hollywood movie?

Exactly the same principles that make a great keynote speech, executive presentation or sales conversation: Start well. Create a simple structure so you can remember your key ideas and so can the audience. Connect to your audience emotionally with good eye contact and you-focused language. With you-focused language, the principle is that nobody is as interested in us as they are in themselves. So, you would never say, "I am going to talk about..." Instead, say, "thank you for the opportunity to introduce you to..." or "what you will learn is..." Use

specific language to build credibility, so don't use the terminology "stuff" or "things." If you do, you are devaluing your expertise, product or service.

Now that you know the basic speech outline, infuse these Hollywood-inspired methods into your speech to create a winning presentation.

## Embrace the creative process.

With a yellow pad or a whiteboard, list what content can go in your presentation. You want stories, examples, quotes, statistics, your corporate message and client successes. Then, organize the structure of your presentation in a conversational and logical way.

## Consider collaborating.

Collaboration is the norm in Hollywood. If you are a corporate leader who wants to inspire your sales force, for example, remember, it's difficult to be creative in isolation. When creating a masterpiece speech, use others to bounce ideas around.

## Include great stories.

Now, consider the stories you'll use in your speech. We all love stories. With your corporate stories, identify your main theme or purpose—your plot. I coached a retail executive who was