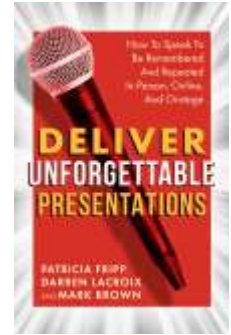


FRIPP **VT**



SMILE INTO YOUR WEBCAM!



PROJECT ENERGETIC INTIMACY

Great Presentations

All speaking is public speaking.



Great Presentations

Speak to be remembered & repeated.



Great Presentations

**Practice does NOT
make perfect!**



FRIPP VT

- What you can look forward to:
- Connect to your audience
- Create and perfect any presentation
- Open with impact and tell great stories
- Build credibility with specificity

**Your Audience Will
Forgive You Anything...
Except being boring!**



Your subject is of
interest to your
audience

FRIPP VT



Everyone is more interested
in themselves than they are
in us.

**YOU-FOCUSED
LANGUAGE**



FRIPP VT

You can feel confident...
How often have you...
Do you remember a time when...
In your experience...



FRIPP VT

It might interest you to know...
Perhaps you agree...
Imagine you are about to...
If I were to ask you...

Great Presentations

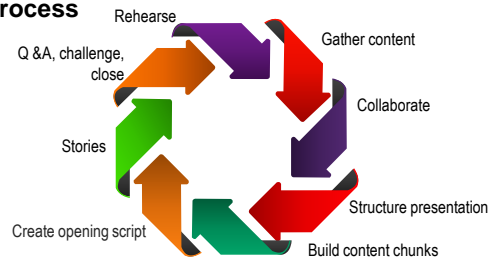
The one-word advantage.



The Fripp Speech Structure



Process

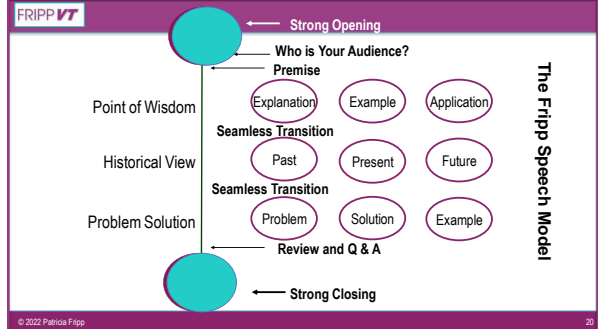


Every ...

Can...

Subject of your talk

How? 1,2,3,4



Perpetually prepared

Create back pocket phrases – opening lines

Put this update into historical context

Challenges, successes, lessons learned

Call for action



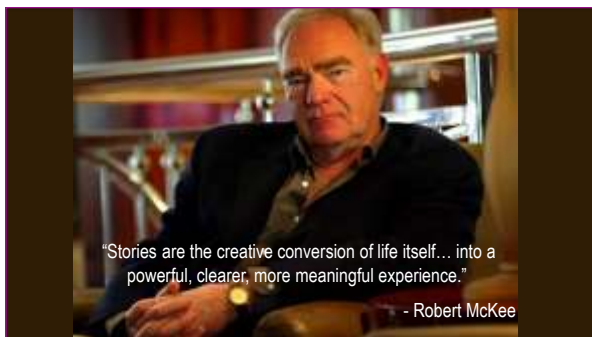
BE AWARE OF COGNITIVE OVERLOAD!





- Question
- Interesting statistic
- Transport your audience
- Quote

- Bold claim or big promise
- Tie to the headlines
- Compliment the audience
- Get to the point fast
- Story



Great Presentations

Deliver the dialogue.



Mary had a problem

- Day in the life...
- Something happened...
- The result of that was...
- The result of that was...



Great Presentations

Stories shrink time.



SOLUTION:

How you solved
the problem.

SUCCESS:

Happy
Ever
After!

**SPECIFICITY
BUILDS CREDIBILITY**

CREDIBILITY BUILDS CONFIDENCE

**"STUFF" IS
RUBBISH**

**IF IT WERE NOT
A **THING...**
WHAT WOULD
IT BE?**

**IF IT'S NOT
FRUIT...**

**IT'S NOT A
BUNCH**

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**IF YOU CAN'T
WEIGH IT...**



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Actually, literally

Basically, simply

Kind of, sort of

Super



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**SERIOUS
ABOUT
TAKING
ACTION?**

