

PRESENTATION ROCKET SCIENCE

KIP MEACHAM

TECHNICAL PRESENTATIONS / PROJECT #5: ENHANCING A TECHNICAL TALK
WITH THE INTERNET / PRECISION SPEAKERS / EAST MILLCREEK PUBLIC LIBRARY

28 JULY 2016

“ONE
GREAT PRESENTATION
CAN
CHANGE THE WORLD.”

DO YOU KNOW

WHAT YOU WANT TO

ACCOMPLISH?

DO YOU KNOW

WHAT YOU HAVE TO

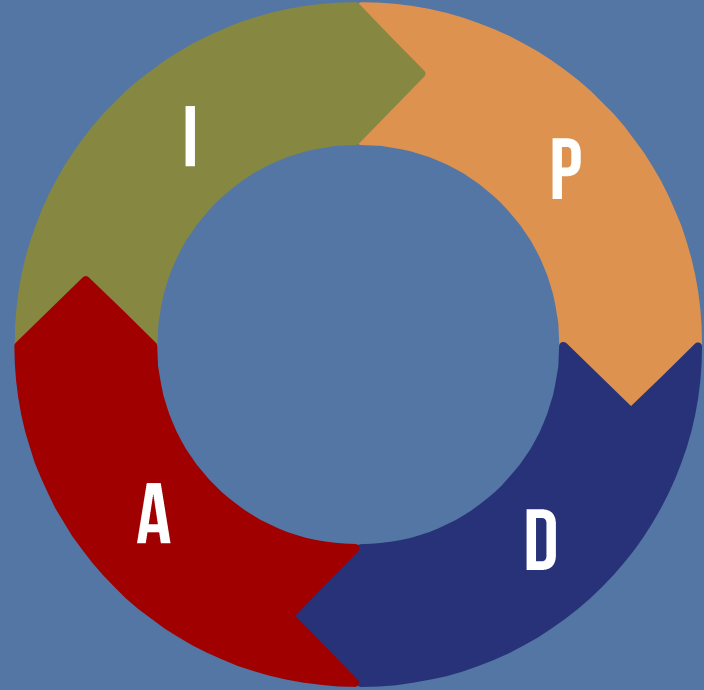
GIVE?

DO YOU KNOW

HOW TO REACH THE

HEART AND MIND?

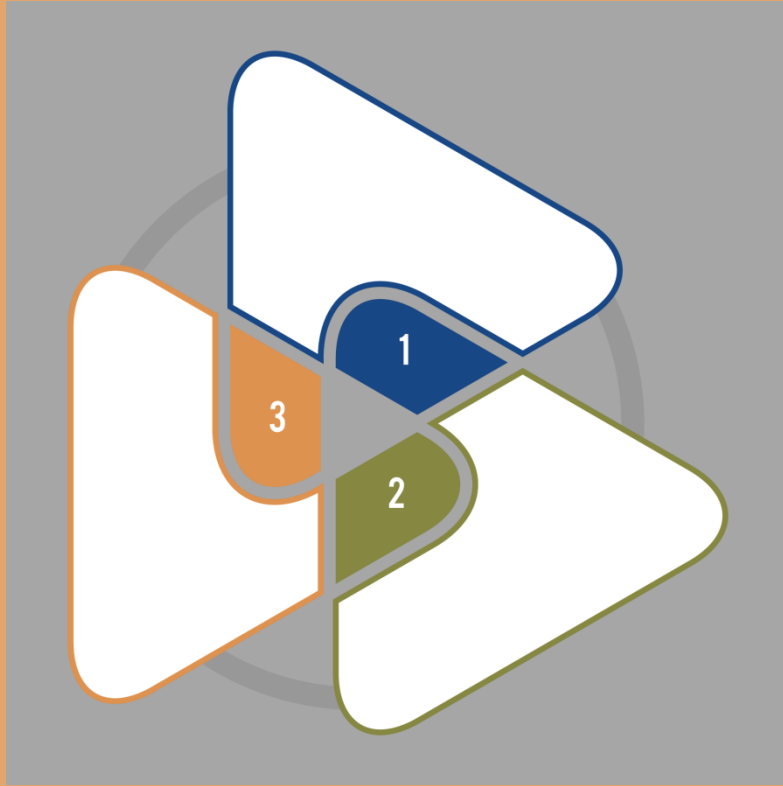
**INSPIRATION
PERSUASION
DECISION
ACTION**



ALL IT TAKES

IS A LITTLE

ROCKET SCIENCE



- 1. MISSION PLAN**
- 2. PAYLOAD**
- 3. DELIVERY SYSTEM**

1. MISSION PLAN

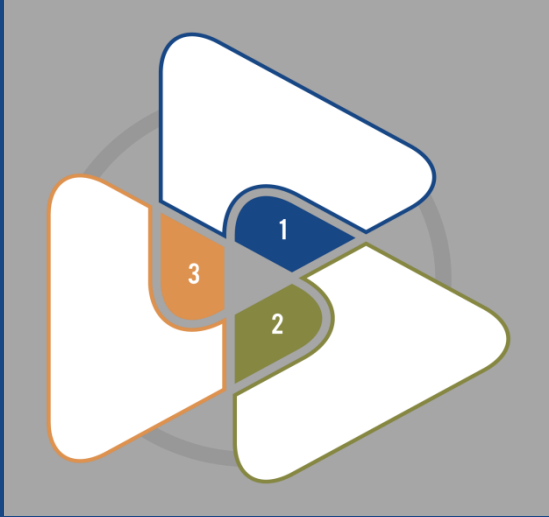
WHY ARE YOU DOING THIS?

WHAT DO YOU WANT TO ACCOMPLISH?

WHAT DOES THE AUDIENCE NEED?

WHAT DOES THE AUDIENCE EXPECT?

**WHAT DO YOU WANT THE AUDIENCE TO
DO AFTER THE PRESENTATION?**



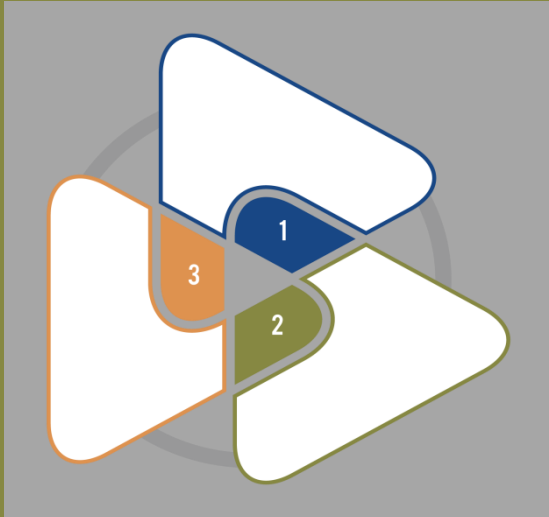
2. PAYLOAD

RELEVANT VISUAL CONTENT

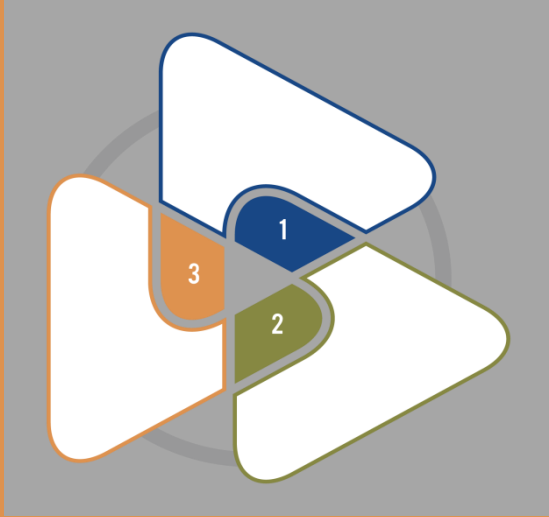
RELEVANT AURAL CONTENT

RELEVANT KINESTHETIC CONTENT

**WORK TO MAKE YOUR CONTENT
COMPELLING TO YOUR AUDIENCE**



3. DELIVERY SYSTEM



COMPELLING ORGANIZATION
PROVEN BY PRACTICE, REHEARSAL
EVALUATION AND ITERATION
YOUR MEDIA CHOICE
YOUR PLATFORM CHOICE

**BEGIN WORKING ON THIS STEP NO
LATER THAN THE HALF-WAY POINT**

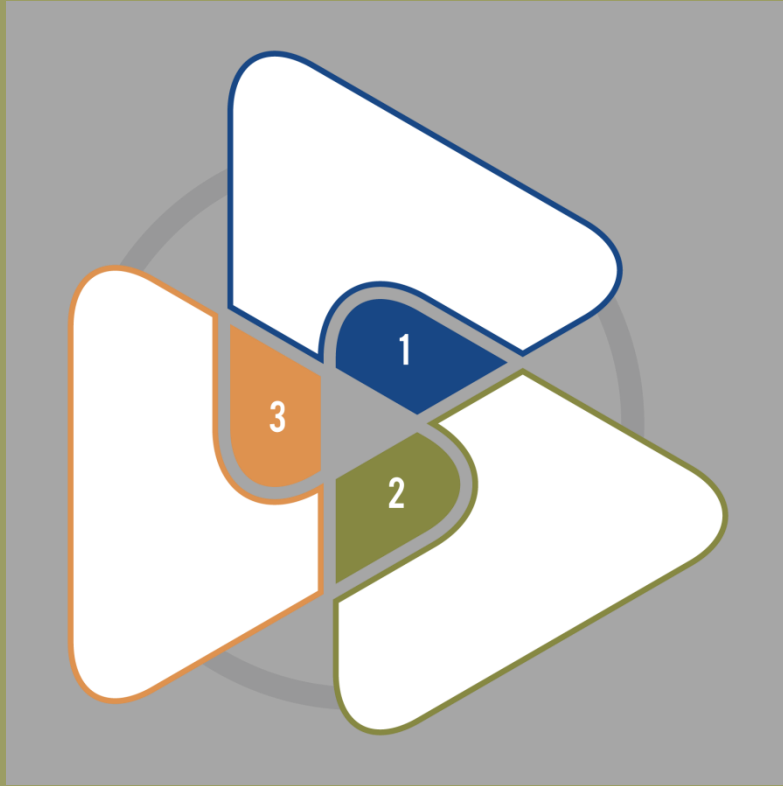
POWERPOINT

KEYNOTE

PRESI

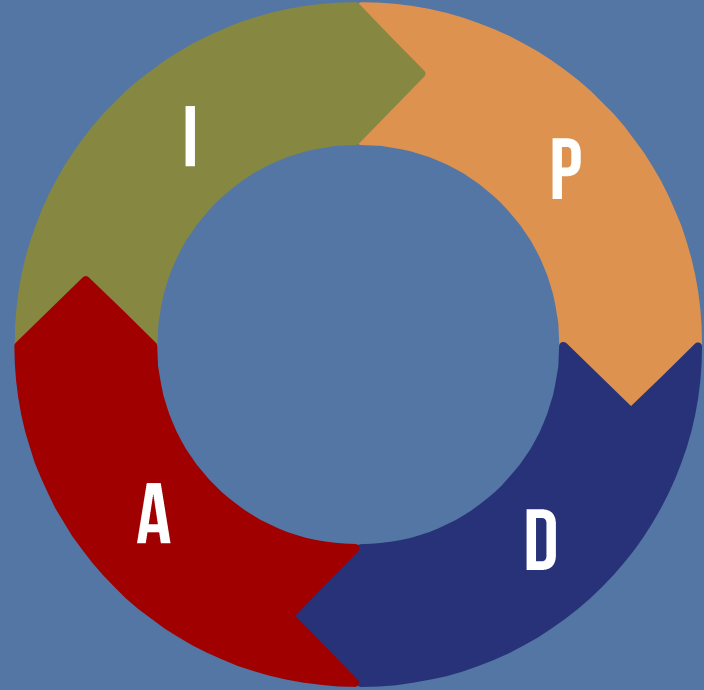
CANVA

ARE JUST SHOVELS



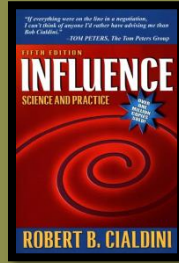
**MISSION PLAN
PAYLOAD
DELIVERY SYSTEM**

**INSPIRATION
PERSUASION
DECISION
ACTION**

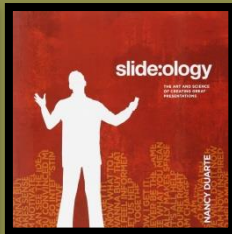
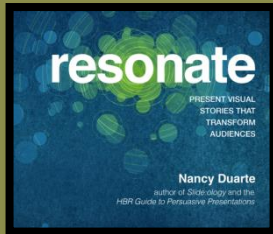
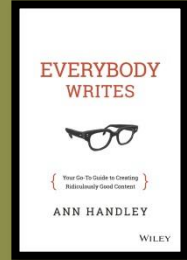
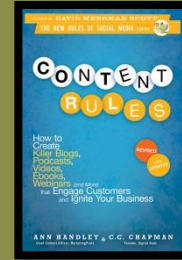


“SECRET” READING LIST

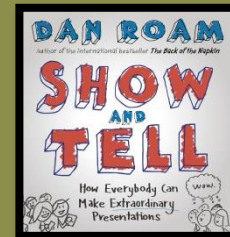
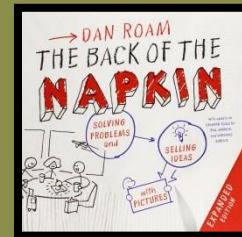
ROBERT
CIALDINI



ANN
HANDLEY



NANCY
DUARTE



DAN
ROAM

QUESTION:

**DO YOU
KNOW WHAT YOU
WANT TO ACCOMPLISH?**

QUESTION:

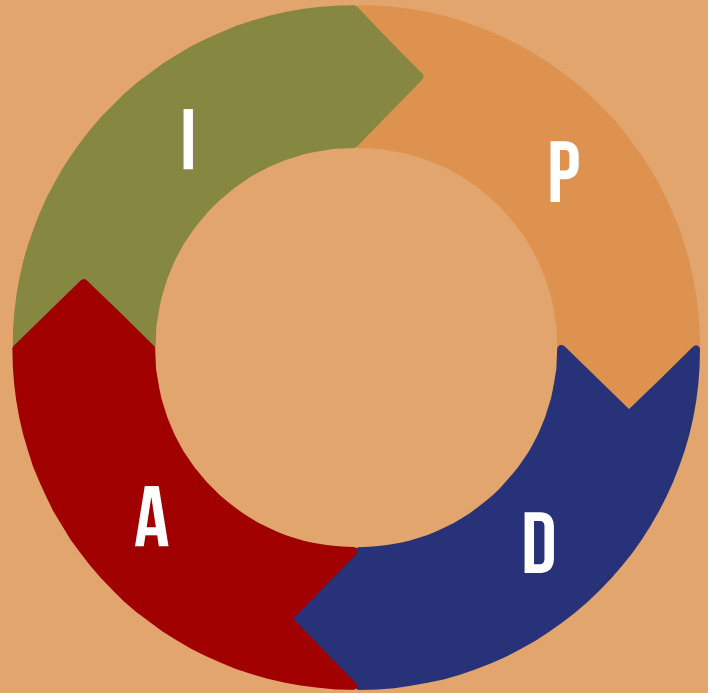
**DO YOU
KNOW WHAT YOU
HAVE TO GIVE?**

QUESTION:

**DO YOU
KNOW HOW TO REACH
THE HEART AND MIND?**

QUESTION:

WILL YOU
CHANGE
THE WORLD?





PRESENTATION ROCKET SCIENCE

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