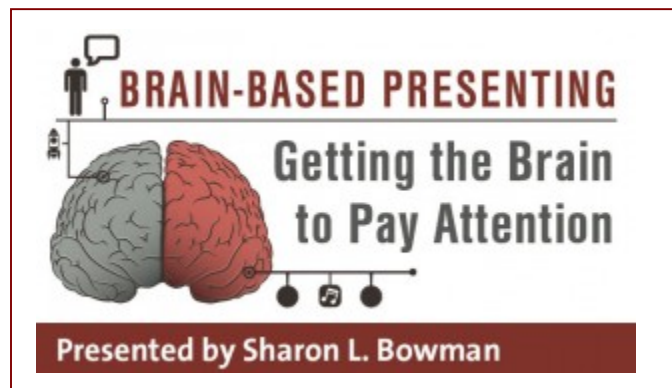


3 More Presentation Tools from "Brain-Based Presenting: Getting the Brain to Pay Attention" Sharon L. Bowman, M.A. www.Bowperson.com



1.

It's about them, not about you. Your audiences want to learn new information that they can use in some fashion. So keep most of your attention *focused on them*, not on you. Make your stories and examples *about them*. Relate the content *to their lives*. Stop talking and *give them time* to discuss a topic-related fact, question, or issue. *Involve and engage them* in a variety of interesting ways during your presentation or training.

2.

Shorter is better than longer. Divide your content into short lecture segments, each between 10 - 20 minutes long. In between the lecture segments, invite your audiences to do a quick 30 - 60 second review activity. They can stand, stretch, and talk with someone near them about what they've just learned. They can write a short summary of what they've heard you say. Or they can do a paired discussion about a topic-related question you've just asked. Keep your lecture segments and the review activities short. This will help your audiences learn more content and remember it longer than if you lecture for an hour and follow the long lecture with a 20-minute discussion.

3.

Treat them to a souvenir. Just like a vacation souvenir, a presentation or training souvenir is a free "take-away" that reminds your audiences of what they've learned and that directs them to resources where they can get more information about the topic. A souvenir can be a topic-related bookmark, card, note-taking page, game, or free online "gift" to pick up after your presentation or training is over. It can be a link to a free page like this one, a free e-book, or a free learning aid or job aid that they can download, print, and use in their own work. It is a "value-added" take-away for your audiences (and a passive marketing tool for you).