

Presentation Skills

HRB Masterclass Talks

Ken Rogan



Your Audience (vs. your topic)

Where are they now?

- What do they currently think / feel / believe / do in relation to your issue? (No need to overthink this!)

What 2-3 key messages are going to bring about this change?

Where do you want them to be?

- What **will** they know / feel / do etc. after hearing from you?

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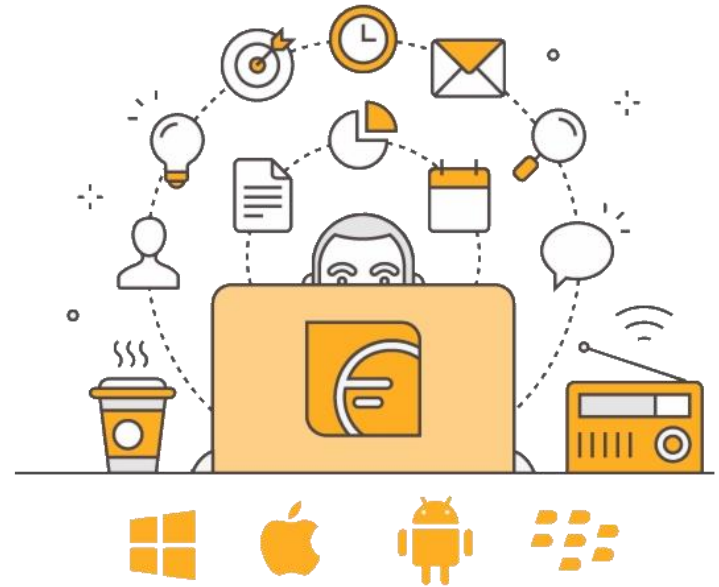
Audience:

- 25-35 (Millenials)
- Facebook / Twitter
- Instagram (67%)
- Tattoo (40%)
- Avocado in past 24 hours



Audience:

- Works *more* than 5 days / 40 hrs per week
- Has experience of anxiety
- 40%



Audience:

- Hyper-educated
- Have given presentations?
- 100%
- Had presentation skills training?
- >80%
- <1%



Audience: Why are you here?

- Shortlisted for an award
- Paying a mortgage?
- <20%
- Opportunity to learn

OR

- See some buddies for coffee, and get out of the office for the morning

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CHERNOBYL

HBO





SCHREBINA

How does a nuclear reactor work?

LEGASOV

What?

SCHREBINA

It's a simple question

LEGASOV

It's hardly a simple answer

SCHREBINA

Of course-- you presume I'm too stupid to understand. So I'll restate. Tell me how a nuclear reactor works, or I'll have one of these soldiers throw you out of this helicopter.



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The End.